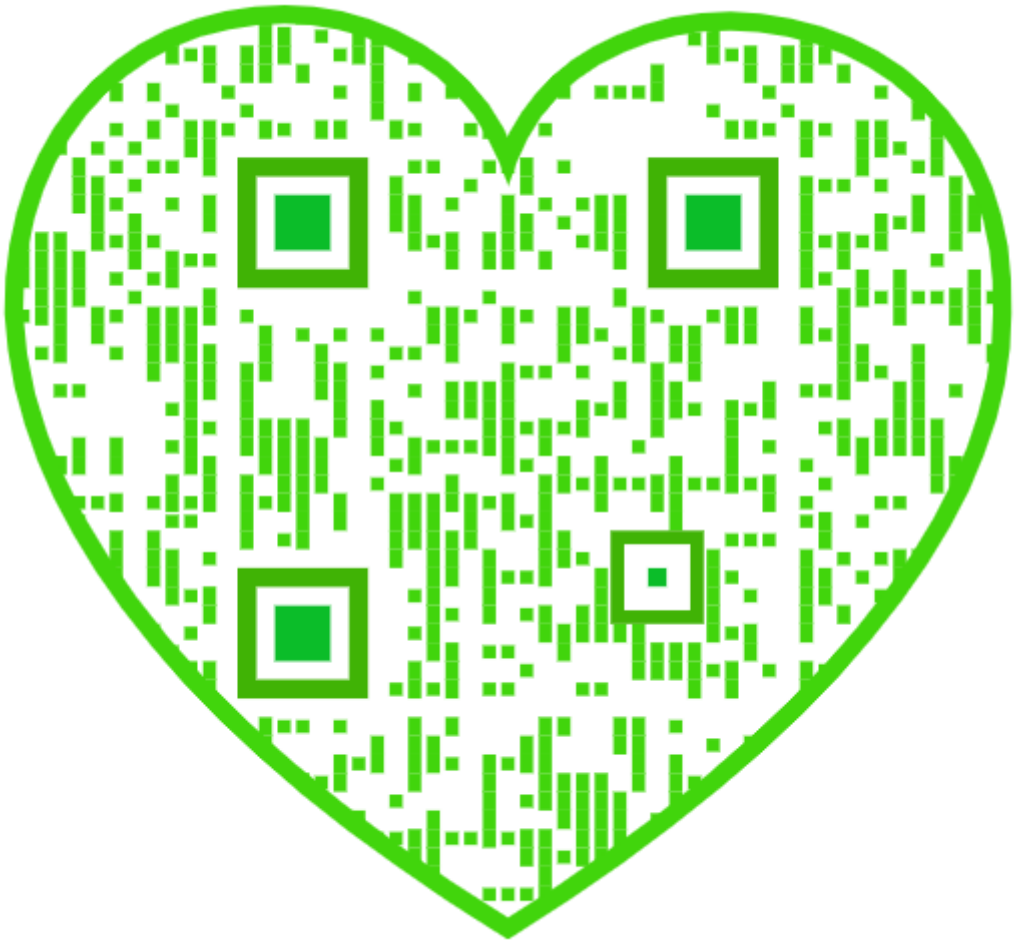
The Pennsylvania State University Libraries Microfilm Collection

Microfilm



START

MICROFILMED 1998

Penn State University
Libraries
University Park, PA 16802-1805

USAIN STATE AND LOCAL LITERATURE PRESERVATION PROJECT: PENNSYLVANIA

Pattee Library

Funded by the

NATIONAL ENDOWMENT FOR THE HUMANITIES

Reproductions may not be made without permission from The Pennsylvania State University Libraries

Pennsylvania Agricultural Literature on Microfilm

COPYRIGHT STATEMENT

The copyright law of the United States - Title 17, United States Code - concerns the making of photocopies or other reproductions of copyrighted material.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or other reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

This institution reserves the right to refuse to accept a copy order if, in its judgement, fulfillment of the order would involve violation of the copyright law.

Master Negative Storage Number

PSt SNPaAg179

CONTENTS OF REEL 179

1) The Tobacco world, v. 40, 1920
MNS# PSt SNPaAg179.1

Title: The Tobacco world, v. 40

Place of Publication: Philadelphia, Pa.

Copyright Date: 1920

Master Negative Storage Number: MNS# PSt SNPaAg179.1

<2112602> * Form:serial 2 Input:HHS Edit:FMD
008 ENT: 980724 TYP: d DT1: 19uu DT2: 19uu FRE: m LAN: eng
037 PSt SNPaAg153.1-190.5 $bPreservation Office, The Pennsylvania State University, Pattee Library, University Park, Pa 16802-1805
090 20 Microfilm D344 reel 153.1-190.5 $cmc+(service copy, print master, archival master) $s+U22V1X1902-U22V20X1902+U22V22X1902-U22V33X1902+U22V35X1902-U22V51X1902+U22V53X1902-U24V42X1904+V24V44X1904-U25V44X1905+U25V46X1905-U26V42X1906+U26V44X1906-U26V48X1906+U26V50X1906+U27V1X1907-U28V11X1908+U28V13X1908-U63V6X1943+U65V1X1945-U65V12X1945
130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
590 Archival master stored at National Agricultural Library, Beltsville, MD : print master stored at remote facility
650 0 Tobacco industry $xPeriodicals
650 0 Tobacco $xPeriodicals
780 80 $tTobacco age
830 0 USAIN state and local literature preservation project $pPennsylvania
830 0 Pennsylvania agricultural literature on microfilm

FILMED WHOLE OR IN
PART FROM A COPY
BORROWED FROM:

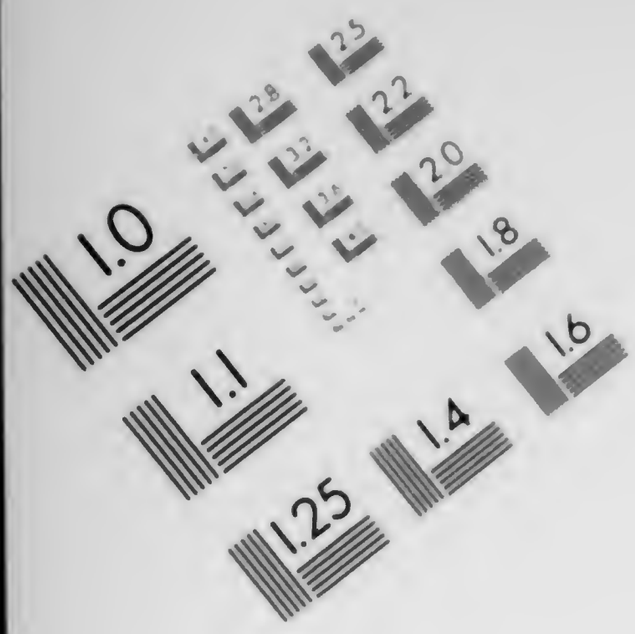
National Agricultural
Library

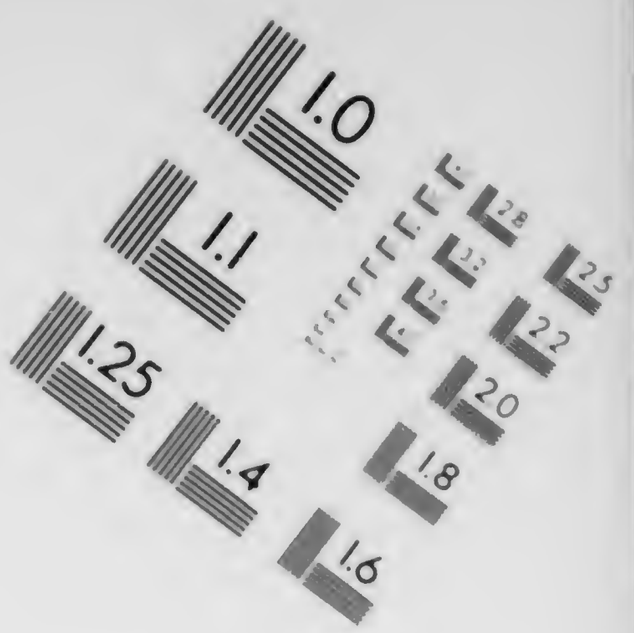
Microfilmed By:

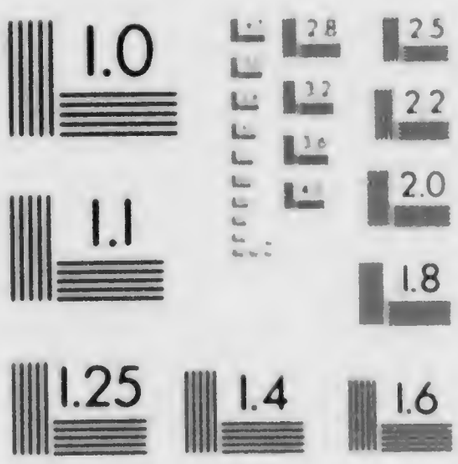
Challenge Industries
402 E.State St
P.O. Box 599
Ithaca NY 14851-0599

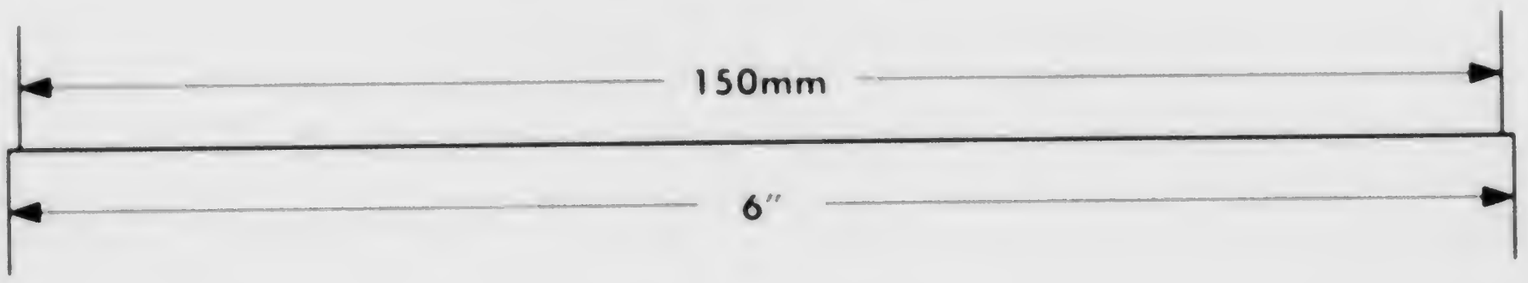
phone (607)272-8990
fax (607)277-7865
www.lightlink.com/challind/micro1.htm

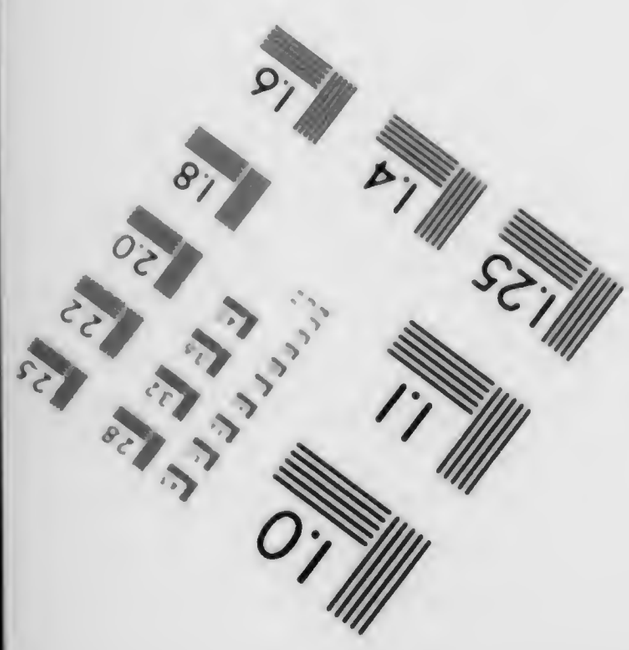
IMAGE EVALUATION
TEST TARGET (QA-3)





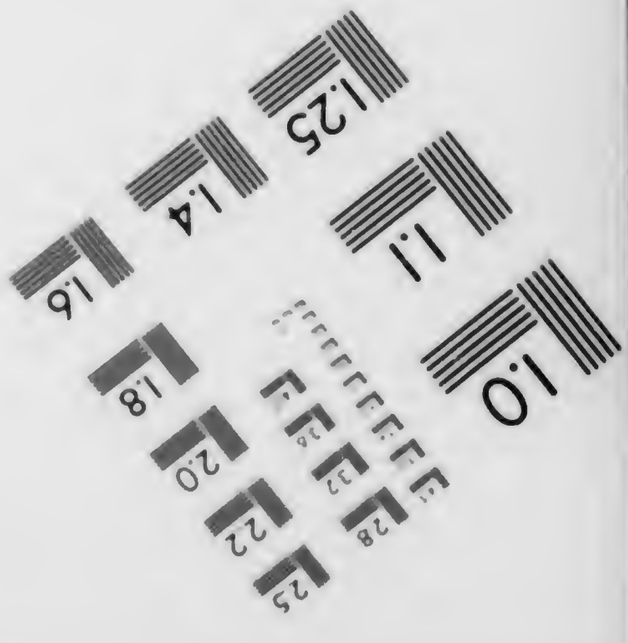






APPLIED IMAGE, Inc
1653 East Main Street
Rochester, NY 14609 USA
Phone: 716/482-0300
Fax: 716/288-5989

© 1993, Applied Image, Inc., All Rights Reserved



FILMED
AS
BOUND

Volume 40
1920

Wishing You Prosperity in 1920

VOLUME 40 NO. 1

The TOBACCO WORLD

JANUARY 1, 1920

We Wish the Trade a Very
Prosperous New Year

H. Duys & Company, Inc.

170 Water Street NEW YORK

J53104
Duys
145-168

817138

DON'T HIDE YOUR WEEK-END TINS

IT amounts to *Buried Treasure* when you dealers don't display your Week-End Tins of Natural Cigarettes!

You'd be surprised at the brisk sales, that attend a conspicuous showing of these handsome tins tins that sell at a handsome profit to you. Why bury them in the case or on the shelves, when they'll sell themselves in great shape if you'll only set them out where people can see them?

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

Schinasi Brothers, Inc. *1790 Broadway* *New York City*

A611
3L1

On 30 Days' Trial

Wolverine CIGAR MACHINES

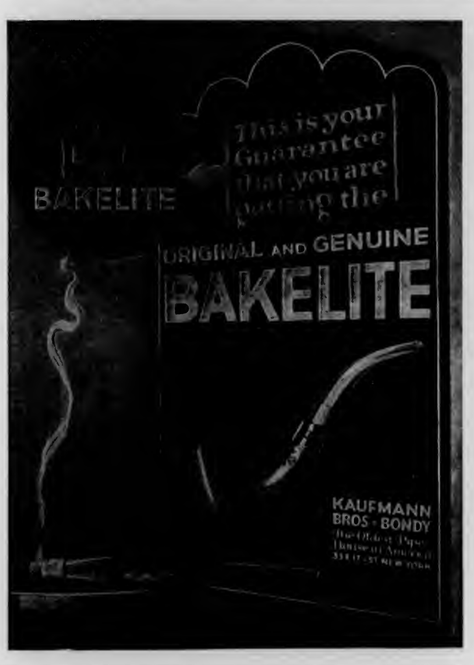
WOLVERINE BUNCH BREAKERS Reduce Labor Costs and Save 35 Per Cent. of the Binders

$25.00

BY PREPAID EXPRESS TO YOU ON 30 DAYS' FREE TRIAL

WRITE FOR ONE TODAY

West Michigan Mach. & Tool Co., Grand Rapids, Mich.



You'll learn to love

Life Cigarettes

Chocolate-Seasoned Burley Blend that's DISTINCTIVELY MILD

EXCLUSIVE PROCESS

....UNION MADE....

PATTERSON BROS. TOBACCO CO., TR.

RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

317128

DON'T HIDE YOUR WEEK-END TINS

IT amounts to *Buried Treasure* when you dealers don't display your Week-End Tins of Natural Cigarettes!

You'd be surprised at the brisk sales, that attend a conspicuous showing of these handsome tins tins that sell at a handsome profit to you. Why bury them in the case or on the shelves, when they'll sell themselves in great shape if you'll only set them out where people can see them?

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

Schinasi Brothers, Inc. *1790 Broadway* *New York City*

A681
31.1

On 30 Days' Trial

Wolverine CIGAR MACHINES

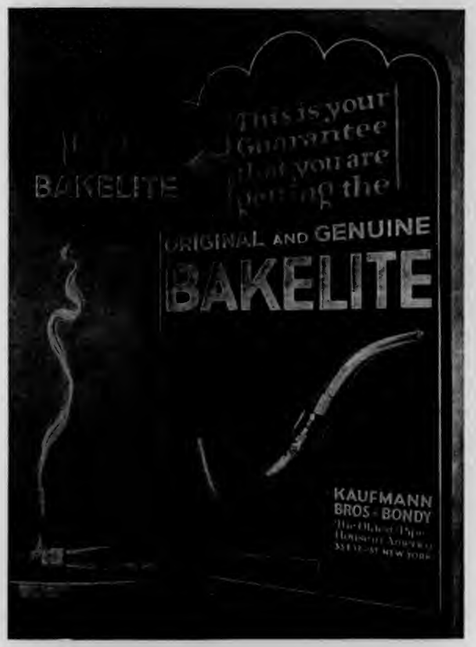
WOLVERINE BUNCH BREAKERS Reduce Labor Costs and Save 35 Per Cent. of the Binders

$25.00

BY PREPAID EXPRESS TO YOU ON 30 DAYS' FREE TRIAL

WRITE FOR ONE TODAY

West Michigan Mach. & Tool Co., Grand Rapids, Mich.



You'll learn to love **Life** Cigarettes

EXCLUSIVE PROCESS

....UNION MADE....

PATTERSON BROS. TOBACCO CO., TR.

RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
232 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

FREDERICK HIRSCHHORN, 119 West 40th St., New York	President
CHARLES J. EISENLOHR, 934 Market St., Phila., Pa.	Vice-President
JOSEPH R. WERTHEIM, 81st and East End Ave, M'hat'n, N. Y.	Treasurer
S. K. LICHTENSTEIN, 40 Exchange Place, Manhattan, N. Y.	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

J. J. OLLENDORF	President
HERMAN GOLDWATER	1st Vice-President
LEO LEHMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO RIEDERS, 200 West 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

BUSINESS OPPORTUNITY

CIGAR SALESMAN with broad experience and following among the trade wishes to connect with manufacturer, preferably New York or Pennsylvania, where his knowledge is appreciated. Is willing to invest if increased working capital is required. Address Box 318, care of "Tobacco World."

FOR SALE

NEW YORK FACTORY moving; has for sale its equipment for 150 men. A-201, care of "Tobacco World."

FOR SALE—Ten New Ludington Cigarette Machines, with Automatic Feed. Communicate with Box 323, care of "The Tobacco World."

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—**Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.**

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

WANTED—CIGAR BANDS IN JOB LOTS. Prices must be close. Glenn Cigar Company, Red Lion, Pa.

WILL PURCHASE editions of discontinued cigar labels or cigar bands for cash. No amount to large or too small. Box A-200, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 January 1, 1920 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

Open your package this way

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

© Guaranteed by The American Tobacco Co. INCORPORATED

LEAF TOBACCO
OF ALL DESCRIPTIONS
PACKERS & DEALERS
EXPORTERS & IMPORTERS
OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.
P. H. GORMAN COMPANY,
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY
CABLE ADDRESS: REPUBACCO, N.Y.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

Mechanical Facilitating Devices Have Proved Their Worth to Cigar Manufacturers
USE THIS
Automatic Long Filler Bunch Machine

Enables Manufacturer to Make Uniform Bunches With Unskilled Labor and Does NOT Require a Bunch Maker.

Two Inexperienced Girls Can be Taught to Operate This Machine and Should Become Proficient After a Few Days' Practice.

This Means a Greater Production and An Attractive Saving in Costs.

Easy and Inexpensive to Operate.

Adjustable to Light or Full Bunches.

Catalogue Sent Upon Request to Any Interested Manufacturer

Colwell Cigar Machine Co., Inc.
131 Washington Street **Providence, R. I.**

Volume 40

THE TOBACCO WORLD

Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, January 1, 1920 Foreign $3.50

President of International Cigarmakers Union Arrives In Tampa For Conference

Tampa, Fla.

APPARENTLY satisfied with the work of the fair price commission, the cigar workers voted in favor of lifting the "don't buy" movement permanently at the close of the ten-day "observation period," and business as usual was forgotten the last two weeks prior to Christmas, while the Latins shopped as they have never shopped before. It was the biggest Christmas in the history of the local factories, transmitting more money to the workers. They made the biggest Christmas the local merchants have ever enjoyed.

Statistics compiled here for the first eleven months of the year show that a total of 373,000,000 cigars already have been produced in Tampa since January 1, more than have been manufactured previously in an entire year. Based on the first three weeks of the present month, December will see another 40,000,000 to 45,000,000, making it the biggest month on record and running the year close to 420,000,000. The totals are reached by use of internal revenue cigar stamp sale figures and show only the cigars actually tax-paid. Last year, the banner year of the industry, the output was only 368,000,000.

Jose Villazon and Manuel Corral are the latest manufacturers named defendants in the suits of the girl pickers and packers who have been ousted from their work in the J. W. Roberts, Tampa-Cuba and Val Antuono cigar factories. Rena Capo, one of the girls, has filed a suit for $5000 damages, and naming these two manufacturers among the list of defendants, who include the officers and the four hundred-odd members of the pickers and packers Society here.

The charge is the same that has been made in earlier suits and the criminal action—that the defendants conspired to bring about the girls' dismissal. Villazon is with Francisco Arango & Company, and Corral is with Corral-Wodiska & Company.

G. F.

"Pat, here's the dollar I borrowed of ye last wake."

"Bedad, Mike, I'd forgot all about it."

"Och, why the divil didn't ye say so?"—"Boston Transcript."

Tampa, Fla., December 31, 1919.
(By telegraph.)

G. W. Perkins denies cigarmakers plan demand for closed shop, though making effort to bring all workers into union. Is accompanied by Eugene Cliflord, International's attorney, and conferred today with attorneys for women packers attempting to reach some settlement of suits and criminal action outside of courts. Attorneys still talking and will continue conference Thursday.

G. F.

Tampa, Fla., December 30.

G. W. Perkins, president of the Cigarmakers' International Union, reached Tampa yesterday and spent the afternoon and evening in conference with union officials here, stating through Henry H. Heidt, a local union organizer, late last night, that there is nothing that can be given out regarding his visit just yet.

Plans of the cigar workers here for asking for a "closed shop" have been under consideration for several weeks, it has been stated in labor circles, and the attitude of the manufacturers has been such that it is considered probable that Mr. Perkins has been called here in an effort to win the manufacturers over to the "closed shop" idea.

While the manufacturers have not been directly approached from union circles and refuse to discuss the possibilities publicly, it has been hinted on various occasions that an attempt to enforce a "closed shop" in the industry will cause the manufacturers to declare a lockout and close the industry.

Enrique Pendas, one of the leading manufacturers, refused to discuss the situation when queried recently, and also stated he was not at liberty to discuss a rumor that the manufacturers were preparing to emulate the declaration of W. M. Wood, president of the American Woolen Company, who recently told Lawrence (Mass.) merchants that unless the prices came down he would open a big co-operative store, at which his workers could secure the necessities of life at cost.

There have been vague rumblings of a big clash in the industry, clouding the atmosphere of prosperity for the past six or seven weeks, but efforts to secure a tangible statement have been unavailing, except a statement at the Labor Temple recently that the cigar workers were not contemplating a general strike.

Mobilizing For The Tobacco Campaign

By Elliott Church

THERE has probably never been a time when the tobacco business has passed through a more critical period than it is passing through now. The closing of the saloon, the prohibition of the liquor business, has offered tobacco retailers a wonderful opportunity. It has also placed in their paths opportunities to make mistakes that may prove fatal to the business. It, therefore, may be wise to consider why this country has gone dry.

The consensus of opinion of those who are in a position to know is that the country has not prohibited the manufacture and sale of liquor because of liquor. As a matter of fact many habitual users of liquor have voted dry. They are willing to deny themselves the pleasure they secured from liquor in order to rid the country of evils which they felt had become a part of the liquor business.

Prominent liquor dealers have said that it was the way that the liquor business was conducted that caused people to eliminate it. If the saloon had not become what in so many cases it had become, people would not have risen up against the business, for there are too many in this country who liked to take an occasional drink themselves.

When the saloon, however, became a dive, the headquarters for criminals or an active factor in undesirable politics, people rose up against it. As long as those interested confined their efforts to the conduct of the liquor business on as high a plane as it was possible to conduct it there was little opportunity of making the country dry. When, however, these men mixed in politics and in too many cases, dirty politics, the business was doomed.

Now that the saloon is closed, it is natural that men will turn more and more to the cigar store. Unless, however, the cigar store man is especially careful, there is danger that the cigar store will follow in the path of the saloon. For this reason it is urgently necessary that the cigar store men do not allow themselves to become the tools of politicians or their places of business the headquarters of undesirable politics.

There is one phase of the liquor business that will probably never find a place in the tobacco business. That phase is the system that many a brewery had of practically setting men up in the liquor business. In far too many cases, the men started in business in that way, were not qualified to carry on such a business and were virtually nothing more than agents for the breweries. Very often, also, their places of business were the most undesirable in the city. The better class of liquor dealers now hold that such practices had a great deal to do with driving the business out of existence.

Today, the tobacco industry cannot allow that sort of man to conduct cigar stores, especially if he conducts them for the purpose of covering other work that he is doing. The greatest care at this time needs to be exercised to keep out of the business the type of men that will eventually ruin it.

Already, as everyone knows, there is a movement on foot to wage war on the tobacco industry. In some of our States there are already laws which confine the business within rather narrow limits. Already there are those who are examining business methods for ammunition with which to fight the industry.

It was not so very long ago when there appeared in one of our leading advertising journals a discussion by the readers for and against certain forms of advertising used by the manufacturers of cigarettes. One claimed that this form of advertising encouraged women to smoke, that it was a campaign to suggest that women should smoke. Now, as every one knows, there are a great many women in this country who do smoke. It is probably also no worse for a woman to smoke than it is for a man. In fact fifty years ago, it was not at all uncommon to see women smoking pipes. In Europe, smoking among women is far from uncommon. In France the habit of smoking cigarettes seems to be as common among women as among men. In this country, however, any suggestion in the advertising or the conduct of a store that women are being encouraged to smoke is likely to be used by the anti-tobacco league as evidence that the use of tobacco should be prohibited.

Of course, there is no immediate danger that tobacco will be prohibited. It is at this time, however, that the reformers are gathering their material and laying the foundation for the campaigns that they are planning to wage in the future. It depends upon how the business is conducted today what happens in the future.

A single bad practice, a single abuse in the business is likely to be seized upon and magnified to such an extent as to make the business look like a real menace to civilization. The only safe way for the industry is to conduct itself in such a way as to give the enemy no advantage. At the present time it is only a sparring match, but unless the tobacco man keeps on the alert it may result in a death grapple.

On the whole it would seem wise to maintain the cigar store as rather strictly a man's store in order to avoid charges that an attempt is being made to increase smoking among women or that the stores are having any evil influence upon women. It must not be forgotten that the saloon has been charged, and in many cases no doubt rightly, with ruining girls. The slightest appearance that the cigar store is taking the place of the saloon in this respect is going to have serious consequences for the business. It must never be lost sight of that at the present time the cigar stores are being watched more closely and more critically than they have ever been watched before.

It is for these reasons that it is necessary to maintain a far higher standard for these stores than would be the case under ordinary circumstances. The higher the standard the safer will be the business. The lower

(Continued on Page 26)

Adding Novelty To The Window

By Clarence T. Hubbard

THERE are probably more novelties exploited in the windows of cigar stores than in the windows of any other merchants. Nearly every cigar dealer at some time or other finds it convenient to exhibit a freak picture, a revolving sign or a unique get-up of some sort or other as a means of gaining attention. Considering that the cigar man's trade is, for the most part, transient, everything he does to increase the popularity of his store tends to bolster up the profit side of his ledger.

Novelties fit in with the cigar man's business more so than they do with other merchants. First of all an occasional novelty relieves the monotony of the window and gives passers-by something to talk about. Secondly, a novelty marks the progressiveness of the store and in its main duty attracts folks to the window—and then to the store—through the force of curiosity, something which human nature seldom rebels against.

Mechanical novelties, while desirable when not too expensive and too complicated, generally represent an outlay of money that could not be maintained regularly. The "in between" times can be filled with novel effects of a more simple nature, the idea being that an occasional display that in its arrangement will start folks "talking" is good advertising for the cigar dealer.

For example, the "seven" effect makes a novel window attraction. In this exhibit the window is filled with seven brands of different cigars, seven different types of pipes, seven different kinds of cigarettes, along with a few "smokes" featured at seven cents each. This sign also belongs with the display to round out the exhibit:

SEVEN IS A RULING FIGURE.

There are 7 days in a week.
The world knows 7 wonders.
Age is divided into periods of 7 years each.
There were 7 years of famine and 7 years of harvest.
7 withes bound Sampson and 7 locks of his hair were shaven off.
7 is the last figure of the year this country entered the war.
Prohibition was established the 7th month of this year.
Every baseball has its "lucky seventh."
7 words of 7 letters each make up the greatest message this country ever received: *America—command liberty; achieve freedom; prevail justice.*

The above could also be printed on small cards with the tobacconist's advertisement included and used as give-aways in the store. Owing to the unique information contained it is quite likely they would enjoy a big circulation.

Another window novelty can be arranged along mathematical lines that will not only attract attention but actually urge folks into the store. To carry this out a large placard should be exhibited in the window and surrounded by a few specimen boxes of cigars. The placard would read:

There are 7 letters in the word Tobacco.
Think of a number.
Double it.
Add Eight.
Divide by two.
Subtract the number you started with.
Multiply by three
Add one.
Subtract six.
Step inside and if we can't tell you your correct answer we will forfeit free a good cigar.

As a follow-up to the "seven" window this stunt will prove attractive and many will be prompted to take up the challenge. Of course, the salesman gives the same reply to everyone—"seven"—which is correct if the formula described is always used. The "key" is in giving the number to "add," which in this case is "eight." One half of that number will always be the result after the original number has been subtracted. For example, you think of ten—then double it, which is twenty, now you add "eight" and divide by two. At this stage, according to the sign, you subtract the number you originally started with. The answer is "four"—one half of the number "added." From then on you can add, multiply and do anything you wish and make the final result come to anything you desire. In this way the sign can be changed each day. If the tobacconist does not care to carry it this far he can have the last of the sign read: "THE ANSWER WILL BE FOUND IN THE NUMBER OF PIPES IN THIS WINDOW." Seven pipes could be displayed or whatever you wish the answer to be. Or the problem can foretell the price of some special cigar.

It is surprising how many people delight in working out mathematical stunts. A cigar dealer who desires to give his customers a novelty along this line can head a sign reading: "ONE THING 'OUR' CIGARS NEVER TASTE LIKE." Underneath this wording displayed inside the store or in the window can follow this interesting formula:

Put down the year in which you were born.
Add 4.
Now add the age of your *next* birthday, unless your birthday comes after January 1, 1920—if it does add your present age.
Multiply by 10,000.
Subtract 16,107,825.
Spell out your answer in letters—1 stands for A; 2 for B; 3 for C; 4 for D, etc.
It will spell something never associated with our cigars—if you don't believe it, try one.
(Editor—Answer, *Cabbage.*)

NOTES AND COMMENT

The Martin Cigar Company of Davenport, Ia., now has a total of twenty-one cigar stores, located in Davenport, Rock Island, Moline, Decatur, Des Moines and Kansas City.

Durlach Brothers, packers of Porto Rico tobaccos, with headquarters at 181 Water Street, New York City, have incorporated with a capital stock of $750,000. No change will be made in the management of the business.

James A. Gray, vice-president of the Wachovia Bank and Trust Company of Winston-Salem, N. C., has resigned to become a vice-president and director of the R. J. Reynolds Tobacco Company.

S. Rossin & Sons, tobacco importers and packers, have purchased the building at 142-144 Maiden Lane. The firm has been located at 173 Water Street for fifty years. The new headquarters are at the southwest corner of Front Street and Maiden Lane.

F. Garcia & Brothers, of Tampa, Fla., have incorporated with a capital stock of $250,000. Francisco Garcia is president and general manager; F. Fernandez is treasurer, and J. Fernandez is secretary.

The Burley Tobacco Company of Bracken County, Brooksville, Ky., has been incorporated with a capital stock of $75,000. C. N. McCarty, S. F. Barkley and C. D. Asbury are the incorporators.

The G. H. P. Cigar Company of Philadelphia, whose leading cigar is "El Producto," has been incorporated at Wilmington, Del., with a capital stock of $1,000,000. The company is headed by Samuel and Ben Grabosky, and a wide extension of business in 1920 is anticipated.

The Joppa Cigar Manufacturing Company of Lyons, N. Y., and El Porcio Cigar Company of New York, have been dissolved as corporations.

The J. B. Withers Cigar Company has been incorporated at Atlanta, Ga., with a capital of $50,000. The officers are: President, J. B. Withers; vice-president, D. L. Farmer; secretary-treasurer, A. L. Haskins.

St. Louis is the world's greatest manufacturing center for chewing tobaccos. The total value of the output of smoking and chewing tobacco factories in the city was $41,873,376, plus federal and other taxes, during 1918. Nearly $10,000,000 is invested in the business, an increase of nearly $2,500,000 since 1914.

The Jamestown Cigar Company of Jamestown, N. Y., have changed the corporate name to The Jamestown Cigar and Candy Company.

It is stated that the shipwrecked captain of the steamer "Marion," lost in a gale on Lake Superior, kept his jaws from freezing by chewing tobacco.

Women's American Club of Vancouver, B. C., finding the provision for cigarettes for the patients in local military hospitals inadequate, doubled the amount.

It is stated that agents for European firms are bidding high on tobacco in large quantities at Louisville, Ky.

H. Anton Bock Company of New York have purchased the Milford Square cigar factory at Doylestown, Pa.

The Tobacco Board of Trade of Paris, Ky., has elected the following officers: President, J. M. Sturgeon; secretary-treasurer, J. L. Denton; directors, J. M. Sturgeon, D. W. Reed, John T. Collins, Edward Burke, E. W. Glass, S. K. Nichols and J. T. Glasgow.

Brazilian owners of large tracts of land in the Amazon Valley, after experimenting, have planted considerable acreage in tobacco this year with favorable results, according to an exchange, and should the development answer to expectations the tobacco industry of Brazil will become a considerable factor in the trade of the world.

The Tobacco Products Corporation gave their salesmen a vacation from December 23 to January 5, in recognition of their successful year.

The Jefferson Leaf Tobacco Company, Inc., of Virginia, has filed articles of incorporation at Madison, Wis., and is licensed to do business in Wisconsin. The company is incorporated for $400,000.

The Philippine American Chamber of Commerce was organized recently in the offices of the agency of the Philippine National Bank at 37 Broadway, New York. A committee, consisting of Charles E. Robinson, Charles D. Orth, Arsenio Luz and B. E. Reuter, was appointed to nominate twelve directors. The principal office will be in New York City. James J. Rafferty, director of the Philippine Commercial Agency, will organize branches in the Philippine Islands.

It is stated that an American concern will start the manufacture of Greek cigarettes near London, England. This is a change from the word "Turkish," as they will be made from the Macedonian tobacco formerly known as Turkish tobacco.

The W. C. T. U. of the Province of Ontario, Canada, at their recent annual meeting, advocated an immediate campaign to "drive the cigarette out of the province."

Before the outbreak of the war there were five German tobacco growing companies in the Cameroons. These have had to be sold and have become the property of the "Societe Agricole, commerciale et industrielle d'Etudes pour les Colonies," which has its headquarters in Paris and a settlement in Duala. In consequence of the favorable prospects owing to the cheapness of labor, the company has acquired another 40,000 acres.

One of the biggest cigars seen in Washington is the smoke being displayed in the corridors of the House of Representatives by Carlos Bee of Texas. It is a foot long, and proportionately thick, carefully wrapped in foil and encased in a specially made box. It was presented to the representative by one of the commissioners to the United States Congress from the Philippines.

Harry Sladon and William Apfel of the St. Gall Restaurant, 136 Fifth Avenue, New York, which was a favorite resort of cigar men of New York City, will wind up their business about the middle of January. Both Harry Sladon and William Apfel were formerly with the Waldorf-Astoria Cigar Company, and the best wishes of their many friends in the cigar trade go with them in whatever new business they may engage.

By decision of the Minister of Finance of France, the District of Jonzac was admitted to the benefit of the cultivation of tobacco from 1919. A surface of fifty hectares (approximately one hundred and twenty-five acres) has been assigned to the department. The number of feet of the variety known as Paraguay to be planted will be thirty-five thousand to forty thousand per hectare. It is the function of the Director General of Government Manufactures to designate the communes in which the cultivation can take place. The surface planted by each commune must be at least one hectare.

The R. J. Reynolds Company of Winston-Salem, N. C., have purchased a large tract of land on West Broadway, Louisville, Ky. The tract is fifteen hundred feet deep by about three hundred feet front. It is supposed that they will erect a large manufacturing plant on the grounds.

Although several concerns are actively engaged in the sale of higher priced cigarettes in China, there are said to be extensive possibilities in this field. The Chinese, instead of confining their buying of cigarettes to those which sell at three or five cents a package, are now also buying the higher priced brands that retail from ten to twenty cents per package.

M. Parno, who has been mentioned as a likely candidate for the presidency, is the proprietor of the Job cigarette paper factory in France. He is exceedingly wealthy and generous. While he was Minister of Agriculture he declined to benefit from his salary of $12,000 per year and he distributed this sum among clerks in his office whom he considered worthy of special recognition for their work.

A foreign exchange says that Kavala grows the best tobacco in the world, though its name never appears on any brand. Before the war, when Kavala was under Turkish rule, the entire crop, valued at about a million pounds per annum, was exported to Egypt for making up as Egyptian cigarettes. A vast deal of smuggling went on in Kavala in those days, and positions in the Customs Office there were much in demand. One official, says the London "Star," spent eight years at Kavala, then retired with a fortune of £40,000, saved out of a salary of £156 a year. Kavala is on the Island of Thasos in the Aegean Sea and was formerly under Turkish dominion.

DOMINICAN TOBACCO CROP

THE Dominican tobacco crop has been very slow in reaching the market this year, for usually by this time the entire crop has been marketed, but this year there is an appreciable amount yet in the hands of the growers. This is due to the severe drought prevailing in the tobacco section, about the time that replanting should take place, which drought made it necessary that replanting should be unduly late.

For the 1919 crop an unusually large area was prepared for cultivation, estimated from 25,000 to 30,000 acres, and on the general average yield it was expected to have a crop of 50,000,000 or 60,000,000 pounds, against the record yield of 35,000,000 pounds in 1918, but the drought in the early spring of 1919 caused a decrease in area planted, and also caused a heavy reduction in the quantity of tobacco expected, so estimates throughout the growing season were for a crop of 25,000,000 pounds, more or less.

The fact that the crop was slow in maturing was favorable to a greater production, so there has been a gradual upward revision of the yield this year, until at present it is thought that the yield will be at least 30,000,000 pounds, while some dealers claim that the crop will exceed this figure by several million pounds and will approach the 1918 crop.

On account of the strong competition of Dutch buyers prices have held firm throughout the season, and though the strong demand of last year for this article is lacking, yet the Dutch buyers have held prices very close to last year's quotations. It is thought that most of this buying by the Dutch is speculative, as they are shipping it to Holland to hold until it can be sold at favorable prices in the market of Central Europe. Prices have ranged at Santiago from $8 to $14 per seroon (110 pounds net).

Preparations are now under way for the 1920 crop, and indications are that this will be a record one, as it is estimated that the area will be about the same as for this year's crop, and as it is unlikely that such an adverse season will take place two years in succession, this crop with an average season should show a yield of around 50,000,000 pounds.

LEAF MARKET JOTTINGS

IN Lancaster County, with ninety per cent. of the 1919 crop sold, there are few recent reports of sales and prices, but the production in all the cigar factories of Lancaster City is unprecedented and the volume of Christmas business has broken all records, as will be seen when the revenue office has made its next report. Part of the December output is due to strikes elsewhere and the factories have been working day and night.

That the holders of the present crop will take advantage of the rapid consumption of old tobacco, is only to say that they are human. How much the price will rise is only guessing.

Some of the best tobacco raised in the country has been shipped to a Virginia firm. The buyer paid twelve cents through to twenty cents for the best, and his purchasing operations extended across the river into York County. The same prices have ruled in the Mount Nebo section during the month. Some superior crops are being held by the owners until stripping is nearing completion, in expectation of higher prices.

The curing of the 1919 crop is over, and some deliveries have been made. Stripping shows a higher percentage of tops and binders than usual.

The Lancaster County Tobacco Growers' Association proposes to institute an active advertising campaign to place the merits of Pennsylvania broad leaf and other tobacco before the consumers in all sections of the country. They entered into the proposition with a hurrah, but many of them got cold feet when the financial part was entered upon. They have a strong belief, like some others, in the value of advertising, but hate to let go any of their big profits.

However, the first annual dividends of eight per cent. has been declared by the association, and the checks will be sent out the first week in January. It will be a year old in February, and has grown and prospered. The dividend is in addition to the money paid the members for their tobacco.

The officers, who have made such a success of the first year, are: President, John F. Myers, of Lampeter; treasurer, A. E. Lane, of Clay; secretary, David H. Landis, of Millersville, and business manager, Jacob H. Bowman, of Lancaster.

The Wisconsin tobacco market has been very quiet with temperatures from zero to fifteen degrees below, and most all of the 1919 crop absorbed. With the exception of some 1918 bundle goods going over the tables, nothing has been moving in the warehouses, or can move until milder weather.

An attractive remnant of the 1918 Wisconsin crop consists of 7000 cases, more or less, in the association warehouses, ready for the market. It is proposed to divide it into lots of one hundred cases, one or more lots going at the time, or all the lots, to suit the buyer.

The warehouses of the association will scarcely do much packing of the 1919 crop, as it is largely constructed for the individual packers. The warehouses may take crops of individual growers for storage, but not for pooling.

It was a merry Christmas in the Southland, with the evergreens to be had for the gathering, and wads of money, together with high expectations for another year.

High prices continues. At Wilson, N. C., the market closed on December 17th, and will open on January 6th. The average of recent sales was $50.24 and $65.75. Some fancy piles sold from $140 to $160 per hundred. The new warehouse at Abington, Va., sold about 100,000 pounds of tobacco at an average of $44.43.

The monthly tobacco report of the North Carolina Department of Agriculture issued on December 15, contained some very interesting statistics. The average price of November sales was $67.94. The seasonal average to December 1, is $53.15. Though the average yield was low, the increased acreage has made a production almost equal to last year's extraordinary crop of 330,000,000 pounds, which had a value which placed North Carolina first among the States.

The acreage survey, to be published, shows the State to have 554,000 acres. The average yield per acre is reported to be 560 pounds, a larger production than was generally expected.

In the Connecticut Valley most of the tobacco has been taken down from the sheds, all the warehouses are open and busy. The American Sumatra Tobacco Company, the largest producers of shadegrown tobacco in the world, have three hundred people busy on their 1919 crop in East Hartford, and are making large shipments daily to New York.

While the Lancaster County producers and dealers have been talking about advertising their leaf, the Yankees have been proceeding with a motion picture film. All summer and fall, from seeding and planting to the harvest, the cinema operators have been taking pictures of tobacco cultivation in various stages of its development. Now, they are putting the sorting, stripping and packing on the screen. When the film is revised, it will be shown not only from the Atlantic to the Pacific, but across the ocean.

No doubt this will wake up the Southern planters, for a Southern film, for many reasons, would be quaint and picturesque.

(*Continued on Page 24*)

Adding Punch To Your Window Display

By Walter Engard

THE window display, like personal salesmanship, to be successful, requires organized action. It must follow largely the same line of action as that employed by the salesman; that is, it must first attract attention, then it must arouse interest, then create a desire and, finally, induce action. The big idea behind your display is to "Attract, Stop and *SELL*," and the biggest of these is SELL.

The sales ability of your display window should be greater than that of the best salesman employed in the store, and if properly trimmed it will sell more goods than any two salesmen in the store. The window, however, cannot sell goods unless real business-getting displays are put in it.

The "sure enough" selling display must be something more than a few boxes of cigars, a few packages of cigarettes and pipes strewed around over the window accompanied by a "cut-out" furnished by the manufacturer. The window display, to be 100 per cent. efficient, must possess originality and individuality. It must be different than the display across the street or it loses its originality, and as far as sales are concerned is no better than a mere card placed in the window reading "Cigars and Tobacco for Sale."

After all, cigars are just cigars and the dealer is in great danger of "sameness" in his displays unless he gives his displays the thought and attention they deserve. In order to get away from this "sameness" the dealer must connect his displays up with local events and reasonable suggestions. Merely rearranging the goods in the window or replacing one brand for another does not much change the aspect of the display. The window display is "suggestive salesmanship," and the idea you should have in mind when building your display to set loose that little germ "suggestion" upon all those who come in contact with your display. With this idea in mind it is not necessary that your display be composed of nothing but cigars, cigarettes, smoking tobacco, etc. One single box of cigars or a single package of cigarettes in the display may be all that is necessary to set the germ "suggestion" to work. A window full of cigars may attract a man in to purchase one or two—the display has not suggested a need or a want, it has merely reminded him of a desire.

Of course, the central idea—the focal point—should be the article you wish to sell, but the real selling display will bring the mind of the onlooker to this focal point by its power of suggestion, although there may be but one single article displayed.

Suggestive salesmanship is by far the most successful form of salesmanship and when your display directs its punch directly to my personal needs it is sure to get my attention and ten to one my money.

For instance, when I go home Saturday evening I pass my cigar dealer's window, and here he has a big display of cigars and cigarettes—there's nothing new about the display, nothing original, and the chances are, if I glance at it at all, it will be unconsciously. It lacks the necessary punch to attract my attention and unless it gets my attention it cannot arouse my interest and no sale results. But instead of a window full of cigars, my dealer has a library table in the center of the window, a small rug on the floor. Beside the table is a comfortable rocker and on the table is an electric lamp all lighted up and on the table sets a box of cigars. The Sunday paper lies across the table. As I come along I unconsciously glance at the display—immediately it attracts my attention—it is unusual and possesses originality—I stop and glance at the display. Leaning against one of the table legs is a large card reminding me that the next day is Sunday—immediately I think of my Sunday cigars, and even though I am not interested in the particular brand displayed, I step inside and purchase a supply of cigars for Sunday. Such a display would make fifty sales to the other's one. It suggests a need to the onlooker—it has the necessary punch to put across the sale—while the other is merely a window full of cigars and lacks that element so necessary to make sales, "Punch."

During the vacation season, in July and August, place a wardrobe in one corner of the window, place in it a suit of clothes or two—these may be borrowed from a clothier—pull out the drawers and let a few other items of clothing such as shirts, collars, ties, etc., stick out of the drawers. Place on the floor beside the trunk a carton of cigarettes and on top of the trunk place one or two boxes of cigars. Have a large card accompanying the display reading:

> "Don't Forget Your Smoking Supplies When Arranging for your Vacation—You May Not Be Able to Get Your Favorite Brands Every Place—Ask Us for Special Prices."

This is such to attract the attention of the man making ready for a vacation trip and will result in some extra sales.

The hunting season also offers splendid suggestions for window trims, and so does the camping season.

The first idea in your display is to attract attention and you must give your displays originality if you are to attract the attention of every possible passerby. The right kind of a display will fulfil the first two missions, that of attracting attention and arousing interest, and then you must depend largely upon the proper show cards to create the desire and produce action.

Get real life into your displays and the cash register will get a hot box from constant use during the display and you will find the window one of the greatest sales-getters at your command.

The "Missouri Meerschaum" Industry

By A. T. Edmonston

Jefferson City, Mo., December 20, 1919.

A UNIQUE industry which originated in Missouri, and one in which the State excels all other States, is the manufacturing of "Missouri meerschaum" pipes from apparently worthless corncobs.

In 1918, six factories, devoted to this enterprise, located, two in Washington, Franklin County, and one each in Owensville, Gasconade County; Boonville, Cooper County; Union, Franklin County, and Bowling Green, Pike County, according to advance information from the "Missouri Red Book, 1919," the annual State industrial report of the Bureau of Labor Statistics turned out corncob and wooden pipes to the value of $958,316.

The six factories in 1918 represented an aggregated investment of $135,110. To 425 employees, consisting of 315 men and youths and 110 women and girls, there was paid $260,674 in salaries and wages. For materials and supplies, including several hundred carloads of corncobs, there was disbursed $450,875. These same six factories in 1918 also paid out $127,044 for taxes, insurance, rent, interest and for other miscellaneous purposes.

These six "Missouri meerschaum" pipe factories in 1918 turned out 27,591,840 complete corncob pipes, 683,998 wooden pipes, 268,000 extra reed stems and 54,576 pipe-cleaners.

"Missouri meerschaums" are being smoked and keenly enjoyed by members of the American Army of Occupation in the very land which was the original home of the real article, the genuine meerschaum, Germany. To further spread the glory of Missouri in that obstreperous country and give more world-wide prominence to this unique industry, each corncob pipe bears a label carrying the legend—"A genuine Missouri meerschaum pipe, made in Missouri, U. S. A."

Commercial Intelligence Section For Exporters

Washington, D. C.

PLANS are under way for the expansion of the commercial intelligence section of the Bureau of Foreign and Domestic Commerce, according to the annual report just submitted by the Director to the Acting Secretary of Commerce. This section was created for the purpose of providing American firms with reliable information in regard to prospective buyers or agents all over the world. Because of the great importance of the work, it is planned to prosecute it diligently, the officials of the bureau being convinced that the establishment of the contemplated service will be of incalculable value to American industry.

The work of this character hitherto done by the bureau has consisted in the furnishing of trade lists for various lines of business, without any information as to the relative importance of the firms shown or the character of the business conducted by them—that is, whether wholesale, retail, general importing, commission transactions, or business of other types. Many of these lists have become entirely obsolete since the beginning of the war, others are composed of very few names.

In quoting prices to a new foreign firm, it is pointed out, it is often very essential that the American manufacturer be informed concerning the character of the business of the foreign firm, in order to avoid the possibility of quoting wholesale prices to a retailer. In connection with contemplated agency arrangements, it is highly desirable for the American firm to possess at least a general idea of the relative standing in the community of the prospective agent under consideration, so that a profitable market may not be tied up for a series of years in the hands of an inexperienced (or possibly an unreliable) representative.

"If the proposed service is put into effect," says the Director, "additional and vital details will be available, such as the estimated capital of the foreign house, the character of its business organization (corporation, partnership or other form), the manner in which payments are usually made, whether it maintains local traveling representatives and branch houses, (and, if so, where), the language in which correspondence is preferred, whether purchases are ordinarily domestic or foreign, the firm's general standing in the trade and other information that is certain to prove peculiarly useful to the exporters in this country.

"The demand for a service of this nature is being very clearly manifested, and there is unquestionably a very genuine need of obtaining and conveniently classifying just this kind of information for the intelligent, careful promotion of American export business. It will obviate many difficulties and losses. It will solve perplexities and prevent waste of energy. Service of this kind will be a guide to merchants planning trips; will save useless calls of traveling salesmen; will be of signal service in making discounts; will enable the bureau to act judiciously in publishing trade opportunities and adjusting complaints, and will, in general, replace uncertainty with accurate knowledge."

We extend to our friends and patrons our very best wishes for a Happy and Prosperous New Year

BOBROW BROS., Inc.

Philadelphia, Pa.

EL ROI-TAN

NEMO ME IMPUNE LACESSET

PERFECT CIGARS

SOLD EVERYWHERE—GOOD ANYWHERE

Order Your Lithographic Supplies Well In Advance

MANY cigar manufacturers are complaining of the difficulty in obtaining their boxes and label supplies. Of course the chief complaint is a shortage of cigars—but that does not count.

We wonder how many cigar manufacturers declined to place orders for boxes or lithographic supplies during the recent strike? And we wonder how many of these same manufacturers since have gone literally on their knees to beg for these same supplies from the concerns from whom they withheld orders?

It does not matter how great or how small the proportion. We do know that since the strike has been settled many large manufacturers have been hard put to secure these two important supplies.

Because of the complaints regarding the lithographic industry's difficulties we have made inquiry among a representative number of the largest concerns in the cigar band and label business, and find a number of important causes which operate at this time to the disadvantage of both the producers and the cigar manufacturers.

There is nothing more important to the manufacturer of an established brand of cigars than his bands and labels. It is dangerous to trifle with makeshifts for these important sales and identifying articles. Yet many manufacturers have delayed their orders for these goods and have been astounded to find that such articles are no longer produced with the speed of prewar days, for the reason that orders now go on a waiting list, whereas it used to be that orders could be started in a short time after they were placed, and delivery made in from six to eight weeks.

The cigar manufacturer should begin to realize that his industry is not the only one that is underproducing and far oversold. Most of the industries in the country are in identical positions.

Labels and bands are an important factor in the business of every cigar manufacturer. A shortage of these is liable to seriously damage a valuable business asset. For that reason the purchasing agent of every concern should at this time keep his orders with his lithographers placed well in advance. If he has been ordering two to three months in advance, he will be wise to order four or five months in advance.

The cigar manufacturers may not be aware of the fact that practically every lithographic house is far oversold—so far oversold that new business is not being solicited at this time, in order to make use of every available opportunity to catch up on the work of old customers. New business is not refused—but delivery dates are placed far in the future.

As publishers, we know that the price of paper is shooting skyward. We are well aware that coated paper such as lithographers use is not only greatly advancing in price but is very hard to obtain, owing to the paper mills being oversold and short of labor.

Orders placed now give the lithographers a chance to anticipate delivery by securing additional stock at current prices. This ought to mean something to every cigar manufacturer.

Cigar prices are not only high but are going higher—and soon. And what is happening in the cigar manufacturing industry is happening all along the line.

Lithographic supplies will necessarily advance. Not only must they advance but the shortage of skilled labor in that industry, the short paper market, and the failure of equipment manufacturers to make delivery, mean a curtailed output, regardless of price.

The big idea is to keep your supplies flowing in regularly without your output being held up for a day, or a week, or a month, because of the failure of some important supply to arrive on time.

If you want your supplies to arrive on time, order in time—*and that means well in advance.*

But don't take our word for it, ask your lithographer.

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

WE wish you a Happy and Prosperous New Year, with the hope that true Americanism will at all times and in all things direct us to Sound Conclusions and Safe : : : : Actions. : : : :

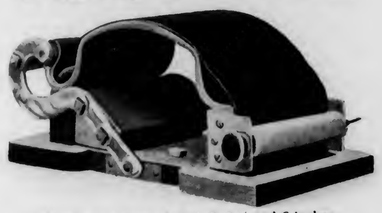
Otto Eisenlohr & Bros.
INCORPORATED

Philadelphia, January 1, 1920

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

Income Blanks Soon

Washington, D. C.

Every effort will be made to have income tax blanks for 1919 printed and distributed early in January, according to officials of the Bureau of Internal Revenue. All forms are now in the Government printing office, and a large force of men have been put to work turning out the eight million forms which it is estimated will be required. Approximately seven million returns were made of incomes and profits for 1918, and it is believed that the end of the war and the steady increase in wages which has taken place since the first of the year will increase that figure considerably for 1919.

Efforts will be made to have the individual income tax forms in the hands of collectors throughout the country for distribution soon after January 1, and the corporation and partnership forms are expected to be ready for distribution about the tenth of the month.

Original plans to have all forms ready early in December were frustrated by the efforts made in Congress to amend the revenue law, the success of which would have necessitated the printing of forms entirely different from those now being made. Since it became apparent that the law would not be changed and the bureau was free to go ahead with the printing, the great rush of work incident to the last few weeks of Congress has made it impossible for the printing office to handle the forms quickly enough to enable their distribution this month.

C. L. L.

SAMUEL T. FULWEILER DEAD

Samuel T. Fulweiler died recently at Wayne, Pa., and was buried in Old St. David's Cemetery on December 20. He was seventy-five years old. Mr. Fulweiler was the active head of the firm of P. C. Fulweiler & Company, cigar manufacturers, at 927 Sansom Street, Philadelphia.

MARK POLLACK'S CHRISTMAS GREETING

Mark A. Pollack, Incorporated, one of the largest exporters of Havana leaf tobacco, at Figuras 4, Havana, Cuba, sent the trade a very handsome Christmas souvenir, with a beautifully decorated cover, with photographs inside of the many departments of the extensive establishment. We have seen no example of typographical excellence or artistic merit to equal it, in its class.

Incidentally, he mentions that Senor Francisco Palma y Castello has become a member of the firm, to whom with Mr. Pollack, we extend greetings and congratulations.

Victor—"I am now convinced that the use of liquor shortened my days."

Alfred—"What! Turned prohibitionist?"

Victor—"No; but the days seem about sixty-seven hours long now."—"Judge."

Universal Smiles

THE Foreman of the Cigar Factory equipped with Model M Universal Tobacco Stripping and Booking Machine wears an all-day smile. The employees are contented because the Universal lessens labor and increases efficiency. The boss is pleased because the Universal cuts down the pay roll, saves space and saves tobacco. The "Better Cigars" made possible by the Universal mean *bigger sales* and a *busy factory* the year round.

More than a thousand progressive cigar manufacturers are "cashing in" on Model M Universal. Learn what it will do for you through our descriptive catalogue. Send for it and price list.

UNIVERSAL TOBACCO MACHINE COMPANY
79 Fifth Avenue, New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., *of Canada, Ltd.*
108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:

Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

Patents Granted In Tobacco and Related Lines

[Full details and specifications of the following patents may be had by addressing THE COMMISSIONER OF PATENTS, WASHINGTON, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

1,324,864. BAND FOR SHAPING THE STRING OF TOBACCO IN ENDWISE-MOVING-FILLER CIGARETTE MACHINES. Georg Max Wehner, Dresden, Germany, patentee.

A forming band for continuous cigarette machines consisting of a one-piece woven band wherein the warp threads are closely disposed in its middle portion and spaced apart in its lateral portions on opposite sides thereof, said middle and lateral portions being seamlessly united in a continuous single fabric from edge to edge, forming a band having tensile strength for the tobacco rod forming and wrapping operation and sensitive marginal flexibility adapting it to yield readily in contact with the overlapping edges of the delicate cigarette wrappers and avoid injury thereto.

1,325,060. TOBACCO BLEND AND PROCESS OF MAKING SAME. Clinton W. Toms, New York, N. Y., patentee. Patent assigned to Liggett & Myers Tobacco Co., New York, N. Y.

This patent is for a new product of manufacture—a tobacco blend comprising a mixture of selected tobaccos of different kinds or types, at least one of which has been treated with a tobacco extract having characteristics as to strength of flavor different from the tobacco to which it is applied.

1,324,578. CIGARETTE CONTAINER. Oscar L. Bard, Detroit, Mich., patentee.

A patent for a cigarette container which includes a wrapper sheet of pliable material wrapped about the cigarettes, with end portions infolded, a stamp sealing such end portions at the top of the package, a perforated section on the marginal edge of such wrapper sheet, the weakened line enclosing such perforated section adapted to lie in part along a portion of the circumference of the top of such container and encircle a portion thereof not covered by the stamp, the infolded end weakened by such perforations folded down over the other infolded portions and held in place by such stamp.

1,323,404. TOBACCO HARVESTER. Elmer E. Motter and Frank G. Davis, Tippecanoe City, Ohio, patentees.

In a tobacco harvesting machine, a traveling main frame, stalk-severing devices carried thereby, an impaling needle permanently carried on the frame, means for automatically moving a series of laths one at a time into registry with said needle, and means for transferring the impaled stalks from the needle to the lath.

1,323,442. CIGARETTE CASE. Kenneth E. Bemis, Stillwater, Minn., patentee.

A patent for a cigarette case comprising an end plate and laterally-spaced side plates permanently connected thereto, the said end plate being terminated short of the plane of the front edges of said side plates to permit the cigarettes to be ejected, one at a time, through that corner of the case, the said side plates, at front, bottom and rear edges, having upturned flanges for engaging and holding a package of cigarettes within the case.

Superb Havana Cigars

Antonio & Cleopatra

MADE IN
TAMPA, FLA.

MEET THE NEW EXPRESS PACKING RULES

WITH

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

The American Railway Express Company will refuse any paper-wrapped shipments weighing over twenty-five pounds, and their rules prescribe certain specifications for the use of corrugated boxes.
We can furnish you Corrugated Boxes guaranteed to meet these rules, as well as all freight and parcel post requirements.

CORRUGATED FIBRE SHIPPING CASES

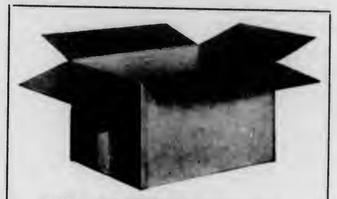
FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

They save you in ORIGINAL COST

They save in TRANSPORTATION CHARGES

They save in WAREHOUSE SPACE



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

If you are not already using them, tell us what you ship and how you ship it, and we will submit a sample box for your purpose and show you a

"big saving in cost"

Corrugated Fibre Shipping Cases are endorsed by Railroads, Express Companies and the Trade. They mean ECONOMY in cost. They eliminate losses through damage or pilfering.

It will pay you to investigate
Write us at once stating your needs

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

1920 GREETINGS

LIPSCHUTZ'S

44

CIGARS

That the New Year will crown your efforts with HEALTH HAPPINESS and PROSPERITY is our sincere wish.

"44" Cigar Co., Inc.

PHILADELPHIA, U. S. A.

THE TEST OF A CIGAR

The average smoker believes that a dark wrapper means a strong cigar and a light wrapper a mild one; and he is absolutely wrong. There is no connection whatever between color and strength. Squeezing cigars and smelling them are equally fallacious as tests of quality. So, too, is the color and firmness of the ash; the notion that the whiter the ash and the longer it stays on the better the cigar, is altogether erroneous. The best Havanas burn with clear steel-gray ash, and its duration and length are mainly determined by the size of the pieces used in the fillers. Then, again, the men in Havana insisted to me that a spotted cigar meant less than nothing so far as quality, whether good or bad, was concerned; that the barometer affects cigars far more than the thermometer; the silky-looking wrapper is as much to be avoided as the veiny one or the one that is oily in patches; that cigars should neither be so soft as to yield readily to the pressure of the fingers nor so dry as to crackle; that most of the talk about "condition" is pure ignorance, the Americans being right in preferring a moist cigar, and the English equally right in preferring a drier one—the vital difference in each case being the proper period of recovery from the seasickness that cigars contract as easily as their smokers, a period that varies with the length of the voyage; that except for the expert, who has given his whole life to the business, there are virtually no outward indications that can be relied upon in choosing a cigar; and that for the average man, anxious to find out whether a given Havana is of good quality throughout and will burn well, the only test is to smoke it.—"Canadan Cigar and Tobacco Journal."

HAPPY NEW YEAR

Begin it with a smile.

Agent—"But, my dear madam, it's a shame to let your husband's life insurance lapse."

"I'll not pay another cent. I've paid reg'lar fer eight years, an' I've had no luck yet."—"Life."

Earl Akers, former State treasurer, now a Topeka banker, relates that a man called at the bank the other day and said, "I want a check-book cover for a lady that folds in the middle."—"Kansas City Star."

"I don't believe they will ever make Europe bone-dry."

"I don't, either," rejoined Uncle Bill Bottletop. "But Europe is a long ways to travel just for a drink."—"Washington Star."

POTENT STUFF.

"Is this hard cider?" asked the prospective purchaser.

"Sure," said the rural dispenser.

"But how hard is it?"

"Well, my hired man who never wuz right peart before, filled up on th' stuff 'tother day an' lit out down the big road yellin' 'Glory hallelujah! I'm still livin' in th' home of the brave an' th' land of the free!'"

"Gimme a gallon."—Birmingham Age-Herald.

International Banding Machine Co.

MANUFACTURERS

257-265 West 17th Street, New York

(STEINER BUILDING)

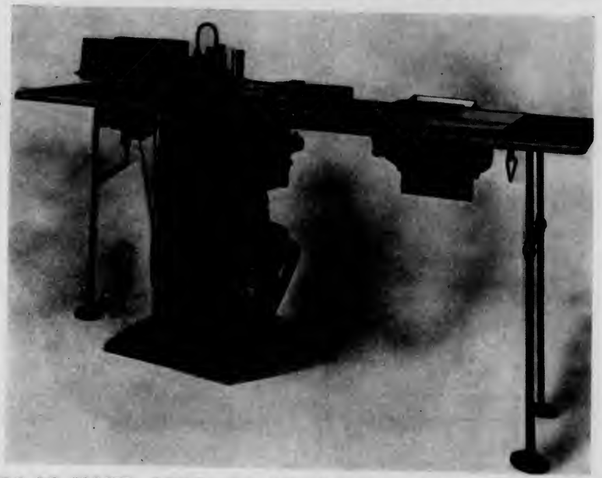
A LABOR SAVER

Capacity 25 to 30 Thousand Packed Cigars Banded per day

No Breakage

Absolutely Sanitary

Eliminating Wax Papers Between the Banded rows



Automatic Feed for Banding Loose Cigars

Capacity 35 Thousand Cigars Per Day

No Experience Needed

Band Your Cigars for Identification

BANDING IS YOUR ONLY PROTECTION AGAINST BOX STUFFERS

NO CIGAR FACTORY COMPLETE WITHOUT OUR BANDING MACHINE

SOME OF THE PRESENT USERS

American Cigar Co., 111 5th Ave., N. Y. (all branches)
General Cigar Co., 119 W. 40th St., N. Y. " "
Otto Eisenlohr & Bro., Philadelphia, Pa. " "
Bayuk Bros. Co., Philadelphia, Pa. " "
I. Lewis Cigar Mfg. Co., Newark, N. J.
Deisel-Wemmer Co., Lima, O.
"44" Cigar Co., Philadelphia, Pa.
G. W. Van Slyke & Horton, Kingston, N. Y.
Consolidated Cigar Co., New York
P. Lorillard & Co., 119 W. 40th St., N. Y. (all branches)
Mi Lola Cigar Co., Milwaukee, Wis.
Congress Cigar Co., Philadelphia, Pa.
Porto Rican Am. Tob. Co., 250 5th Ave., N. Y. (all branches)
Yocum Bros., Reading, Pa.
W. K. Gresh & Sons, Norristown, Pa.
A. Roig & Langsdorf, Philadelphia, Pa.
Waitt & Bond, Newark, N. J.
B. Rovira Co., New York

PLACE YOUR ORDERS TO INSURE EARLY DELIVERY

DON'T WAIT WRITE FOR FULL PARTICULARS

HIGH GRADE CIGAR BANDS

WM. STEINER, SONS & CO.

LITHOGRAPHERS

257-265 West 17th Street New York

HIGH GRADE CIGAR LABELS

Perfection and Accuracy in the Manufacturing of Cigar Bands Used on These Machines

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

MURAD
THE TURKISH CIGARETTE
THAT old-fashioned Turkish taste in Murad is one of its chief charms.
That old-fashioned Turkish taste is the result of 100% pure Turkish tobacco — and when a cigarette is made of Turkish tobacco it is made of the world's most famous tobacco.
There are other cigarettes — but no "others" like Murad.
It is true that "ordinary" cigarettes cost a trifle less.
Murad
20¢
Judge for yourself-!

Leaf Market Jottings

(*Continued from Page 12*)

Shadegrown tobacco, second priming, sorted, cured and baled, in a number of instances has sold for $4.50 a pound, the highest price ever paid in the Connecticut valley. It is fifty cents a pound higher than two years ago, which was then thought to be the limit. Last year's crop was short in quantity, and medium in quality. This year's crop is also short in quantity, but excellent in quality, and the demand makes the price.

Down in Old Kentucky, the world's record for hogshead burley was broken again in December, when a hogshead of fine cigarette tobacco sold at $95 per hundred. The tobacco was grown in Shelby County, and a hogshead of Meade County tobacco recently sold for $91.

At Lexington, total sales to December 15 amounted to 4,524,055 pounds, at an average price of $64.49 per hundred pounds. They closed from Friday, December 19, to Monday, December 29. Hopkinsville sold about a million pounds at $21.75. Carrollton, about the same amount at $41.87. Bowling Green sold to date a total of 2,192,640 pounds of one sucker tobacco at an average of $15.89. The highest average was $17.77, and the lowest $13.94.

Official quotations of the Louisville Leaf Tobacco Exchange top prices, are: 1918 dark red burley—trash, $18 to $24; common lugs, $27; medium lugs, $30; good lugs, $34; common leaf, $28 and $33; medium, $36; good, $40; fine, $50. Bright red—trash, $21 and $28; common lugs, $33; medium, $36; good, $40; common leaf, $36 and $38; medium, $42; good, $50; fine, $60.

Old burley—trash, $30 and $40; common lugs, $50; medium, $58; good, $70; common leaf, $40 and $50; medium, $55; good, $60; fine, $79.

New dark crop—trash, $12; common lugs, $13.50; medium, $15; good, $16; common leaf, $16.50 and $17.50; medium and good, $25.

Dark red burley, 1919—trash, $15 and $22; common lugs, $27; medium, $30; good, $33; common leaf, $28 and $32; medium, $35; good, $40; fine, $48. Bright red burley, 1919—trash, $18 and $28; common lugs, $30; medium, $35; good, $40; common leaf, $35 and $38; medium, $42; good, $50; fine, $60. Colony—trash, $25 and $35; common lugs, $45; medium, $55; good, $68; common leaf, $38 and $45; medium, $54; good, $60; fine, $95.

Those who have followed these quotations will realize that those who invested in the 1918 and 1919 crops, even at the highest prices, are getting a very handsome profit on their investments; and the sky seems to be the prospective limit.

Miss Prittikid: "But, father, he is a man you can trust."

Her Pa: "Gracious, girl! What I want is one I can borrow from."—"Indianapolis Star."

—he holds big business for every dealer who sells BICYCLE and CONGRESS Playing Cards!

It's that old sparkle in the eye—that "got-you-guessing" expression that denotes a real card player—a playing card buyer!

Thousands of people are playing cards—thousands more are learning to play—all fascinated by the joy of the game. They are reading the national advertisements of BICYCLE and CONGRESS Playing Cards.

Our big national advertising campaign is making more card players this winter than ever before. Really attractive messages in every advertisement—real business building for you!

The January Advertisement

The advertisement shown herewith appears in the leading national magazines for January. It is one of the best of the whole series—one that will make hundreds of folks right in your community want to start playing cards *right now!*

Are you ready to take advantage of this opportunity? Have you BICYCLE and CONGRESS Playing Cards in stock? If not you should have—that is, if you wish to make ALL the profits possible for you to make.

Ask us for Window Display Material. Of course, you'll want to order U.S. Cards if you do not have them.

THE U. S. PLAYING CARD CO.

Dept. 6 Cincinnati, O., and Windsor, Can.

What does he hold?
THERE are 2,598,960 different combinations of hands possible in a standard deck of 52 cards. He might have any one of them! A knowledge of what these combinations are, and of the relative chances of getting each of them, will help you greatly in determining what your opponent is holding and what your own hand is worth in any game.
You will find this information in the latest edition of "The Official Rules of Card Games". This 250 page card playing encyclopedia also explains the relative chances of lettering any given hand; it tells exactly what each hand is worth; and it gives innumerable valuable hints and suggestions on good points of play that immediately distinguish the expert from the novice. Send for this book today. It contains the complete rules for over 300 card games.
BICYCLE PLAYING CARDS
have every desirable quality playing cards should have. The air-cushion finish prevents gumming and sticking—and makes shuffling easy and muscling almost impossible. The large, clear indexes are easily read. And the high grade materials of which they are made enable them to outlast several ordinary decks.
Congress Playing Cards—the gold edge playing cards, with full color art backs, that are socially correct for all formal occasions. Also ideal for gifts and prizes.
Tell Your Friends' Fortunes
You can have countless evenings of delightful entertainment—real fun—telling the fortunes of your friends with Revelation Fortune Telling Cards. They will make your parties and gatherings more enjoyable—they will astonish and delight your guests—they will make the long winter evenings seem only too short. Get a pack from your dealer—or from us. One color back, 50 cents per deck; colored back, gold edges, 70 cents.
Send for "The Official Rule Book" today. Only 20 cents postpaid.
THE U. S. PLAYING CARD COMPANY
Dept.
Cincinnati, U. S. A. or Windsor, Can.
OFFICIAL RULES of CARD GAMES
The U. S. Playing Card Co.
Cincinnati, O., or Windsor, Can.
Please send postpaid the new "Official Rules of Card Games". I enclose 20 cents.
Name
Address

Reduced reproduction of advertisement appearing in January issue of seven leading national publications.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

The Tobacco Campaign

(*Continued from Page 8*)

the standard, the more the industry is leaving itself open to attack.

In these days when all classes of stores are adding side lines, the cigar store is falling into line and adding side lines also. Experiments are being tried with all sorts of merchandise. That which seems to be giving the greatest promise is candy and soda water. These two lines, however, are likely to attract women as well as men. In so doing there is great need of care that this does not cause criticism and a movement against the store.

Rather than to give the long-haired reformers any ground for criticism that has even the slightest appearance of justice, it would be better to change to something entirely different for side lines. Though it may seem foolish to be concerned over these reformers at this time it is well not to lose sight of the fact that today when the saloon is closed there is nothing with which these people can concern themselves except the cigar store and that sometimes things that are perfectly right and proper may be made to appear wrong and improper and the picturing may be done in such a way as to make it very hard to show that it has been done incorrectly and unjustly. The charges of profiteering that are now being made against grocers, shoe dealers, etc., many of whom are not making as much money as are the steel workers, is a case which illustrates what is meant when we say that things may be made to appear to be one way when in reality they are the other.

On the whole it would seem better for the cigar stores to cater exclusively to men, but at the same time hold up the standard of the store. It would be better to transform it into a haberdasher store than to do a good business along the confectionery and soft drink line if by any stretch of the imagination any one could picture the store as a continuation of the old saloon dives.

Now is the time to keep a finger on the pulse of public opinion. It is not a question merely of how to run the business to make the most money. It is also a question of running the business in such a way as to make the best impression upon the general public. The way the store is conducted, the side lines that are carried, the advertising that is done, the general policy of the industry will all have its effect. It will be well to get as far as possible away from a "let the public be damned" policy, and to get as close as possible to a "public be pleased" policy. Please the public and all will go well. Displease the public and the reformers will get in their work and a lot of trouble will follow. Therefore, it is dangerous to displease even a small portion of the public if there is any possible way of pleasing it.

EVIDENTLY NOT.

Bess—"Somebody passed a counterfeit dime on Bob a year ago and he hasn't been able to get rid of it since."

Maiden Aunt (horrified)—"What! Does that young man never go to church, then?"—St. Paul Dispatch.

Copyright 1920
Liggett & Myers Tobacco Co.

The Real "TOBACCONESS"
of the Pipe

For the full enjoyment of the blessing of good tobacco you'll never beat a well seasoned pipe. Since the days of Sir Walter Raleigh, patron saint of all good pipe smokers, no one has ever devised a means of getting closer to the genial heart of Nature's gracious gift to man. "The man who smokes thinks like a sage and acts like a Samaritan," says Lord Lytton. No tribute to the pipe was ever truer.

Try tobacco in whatever form he will, the true devotee returns again and again to his pipe as the highest form of tobacco enjoyment. In time of stress, in perplexity, in the quiet hour with good books, "when good fellows get together," a-foot or on wheels, a-field or a-float—his pipe is a man's true friend and boon companion.

AND a good pipe at its best is a pipe filled with Velvet.

What *is* Velvet? Not ordinary Burley tobacco—not a mixture of Burley or other tobaccos—but *the* rich, mellow Burley tobacco grown only in the limestone section of old Kentucky.

Then follows two years' natural ageing in the wood. You know what that means.

Here's the long and short of it: Velvet is the finest smoking tobacco grown—*naturally* matured by long ageing—manufactured right—honest from start to finish.

Couldn't be better at *any* price.

Liggett & Myers Tobacco Co.

Write to Velvet Joe, 4241 Folsom Avenue, St. Louis, Mo., for his 1920 Almanac. He will send it FREE.

There are a lot of pipefuls in each big generous tin of Velvet, and each pipeful is good tobacco at its best.

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

CONGRESS DERIDES "ANTIS"

Washington, D. C., Dec. 29, 1919.

If any effort should be made at this time to seek tobacco prohibition legislation of Congress, the proponents thereof would make little headway. Examples of this are constantly occurring.

During a hearing on the Anthony bill to deny the use of the mails to publishers who fail to observe certain proposed regulations as to the size of their publications, with a view to conserving supplies of print paper, Representative Charles H. Randall, of California, whose mission in Washington seems to be to purify the earth, calmly suggested to the House Committee on Post Offices and Post Roads, "if we were to cut out the acres of space devoted to cigarette advertising, there would be plenty of white paper to meet this shortage."

The statement was derided by both the members of the committee and the witnesses appearing before them, but it remained for Congressman Calvin D. Paige, of Massachusetts, to squelch the ubiquitous reformer. "The gentleman has been instrumental in knocking out the liquor advertising from the newspapers of the country and he should be satisfied and let cigarettes alone."

Since the passage of the prohibition laws, the attention of the societies for the prevention of this, that and the other, have been diverted to tobacco. For some time past, a large number of letters have been received by members of Congress urging restrictive legislation. The only man who has been active in the House is Congressman Randall.

C. L. L.

DOC ROSEBRO TO SELL "MADAME BUTTERFLY."

W. W. (Doc) Rosebro, who for several years has represented M. Bustillo, the Tampa manufacturer, has severed connections with that concern and will act as general representative for the Progressive Cigar Company, of this city, in Middle Western territory. It is expected that the "Madame Butterfly" brand will prosper in that section under the leadership of Doc Rosebro.

The factory here has added several new accounts. It will also have a number of new trucks in operation shortly after the first of the year.

President Max Lipschutz was a visitor in Water Street, New York, this week and added considerably to his stock of leaf.

PLAYING SAFE.

"Rastus, how is it you have given up going to church?" asked Pastor Brown.

"Well, sah," replied Rastus, "it's dis way. I likes to take an active part, an' I used to pass de collection basket, but dey's give de job to Brothah Green, who jest returned from Ovah Thai-ah."

"In recognition of his heroic service, I suppose?"

"No, sah, I reckon he got dat job in reco'nition o' his having lost one o' his hands."—Argonaut.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BULL TERRIER:—41,471. For cigars and cigarettes. December 2, 1919. Sidney J. Freeman, New York City. This title was originally registered by Sidney J. Freeman, New York City, with the Tobacco Leaf, on February 26, 1897.

CHARLES THE THIRD:—41,472. For cigars. December 2, 1919. Sidney J. Freeman, New York City. This title was originally registered by O. L. Schwencke, New York City, May 28, 1901, and transferred to Sidney J. Freeman, New York City, December 11, 1902.

SAMMY LANE:—41,473. For cigars. November 29, 1919. E. W. Schoen, Peirce City, Mo.

DINTY MOORE:—41,474. For all tobacco products. December 4, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

GOLD SEAL:—41,475. For cigarette paper and tubes. November 3, 1919. Royal Turkish Tobacco Co., New York City.

SUN SEAL:—41,476. For cigarettes, cigarette paper and tubes. November 25, 1919. Royal Turkish Tobacco Co., New York City.

HETMAN:—41,477. For cigarettes and tobacco. November 18, 1919. Matoska Tobacco Co., Inc., New York City.

MOON KISS:—41,478. For all tobacco products. November 7, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

K-G GARCIA:—41,479. For all tobacco products. December 3, 1919. K-G Cigar Co., New York City.

DON HARROW:—41,480. For cigars, cigarettes, cheroots and tobacco. December 9, 1919. Pasbach-Voice Litho. Co., New York City.

CLARIDGE:—41,481. For pipes and smokers' articles. December 6, 1919. Adolph Frankau & Co., Inc., New York City.

MONEY EXCHANGE:—41,482. For all tobacco products. December 6, 1919. La Campana Cigar Mfg. Co., New York City.

GOLD DIGGERS:—41,483. For cigars. November 6, 1919. American Exchange Cigar Co., New York City.

STANHEIM:—41,484. For all tobacco products. December 9, 1919. American Litho. Co., New York City.

NEW HALL:—41,485. For all tobacco products. December 9, 1919. American Litho. Co., New York City.

MEDAN:—41,488. For cigars, cigarettes and tobacco. December 8, 1919. Bayuk Bros. Co., Philadelphia, Pa.

ROSA DE MEDAN:—41,489. For cigars, cigarettes and tobacco. December 8, 1919. Bayuk Bros. Co., Philadelphia, Pa.

FLOR DE MEDAN:—41,490. For cigars, cigarettes and tobacco. December 8, 1919. Bayuk Bros. Co., Philadelphia, Pa.

MEDAN ROSE:—41,491. For cigars, cigarettes and tobacco. December 8, 1919. Bayuk Bros. Co., Philadelphia, Pa.

CRYSLAT:—41,492. For cigars, cigarettes and tobacco. December 8, 1919. Bayuk Bros. Co., Philadelphia, Pa.

HAPPY SMOKE:—41,493. For cigars, cigarettes and tobacco. December 11, 1919. Superior Tobacco Co., Inc., Brooklyn, N. Y.

DULCEVEGA:—41,494. For cigars. December 10, 1919. Tampa Best Cigar Co., West Tampa, Fla.

GORDON TOBACCO POUCH IN DIAMOND:—41,495. For tobacco pouches. November 29, 1919. Samuel Gordon, New York City.

GORDON CIGARET CASE IN DIAMOND:—41,496. For cigarette cases. November 29, 1919. Samuel Gordon, New York City.

GARCIA SELECTOS:—41,499. For cigars, cigarettes, cheroots and tobacco. December 11, 1919. Wm. Steiner Sons & Co., New York City.

CERTIFIED BRAND:—41,500. For cigars. December 13, 1919. Reiss-Dabney Cigar Co., Louisville, Ky.

UNDERNON:—41,501. For all tobacco products. December 18, 1919. American Litho. Co., New York City.

REAL MERITORY:—41,502. For cigars. December 1, 1919. Louis Sherman, proprietor, Will-Power Cigar Co., Cincinnati, Ohio.

GARCIA DIVINE:—41,503. For cigars, cigarettes, cheroots and tobacco. December 13, 1919. Pasbach-Voice Litho. Co., New York City.

BRADFORD BANKER:—41,505. For cigars. December 15, 1919 B. F. Russell, Starke, Fla.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

UNICUBA:—41,506. For cigars, cigarettes, cheroots and tobacco. December 17, 1919. Pasbach-Voice Litho. Co., New York City.
UNITANIA:—41,507. For cigars, cigarettes, cheroots and tobacco. December 17, 1919. Pasbach-Voice Litho. Co., New York City.
BENSON GORE DE LUXE:—41,508. For cigars. December 18, 1919. Pasbach-Voice Litho. Co., New York City.
JAMES CALMAR:—41,509. For cigars, cigarettes and tobacco. December 8, 1919. A. C. Henschel & Co., Chicago, Ill.
JOHN DURANT:—41,510. For cigars, cigarettes and tobacco. December 8, 1919. A. C. Henschel & Co., Chicago, Ill.
IDEAL GARCIA:—41,511. For all tobacco products. December 5, 1919. Steffens, Jones & Co., New York City.
PHILADELPHIA SEAL:—41,512. For cigars, cigarettes, cheroots and tobacco. December 2, 1919. Sidney J. Freeman & Sons, New York City. Trade-mark claimed to have been first adopted by Boltz-Clymer & Co., and by various transfers acquired by Adolph Frankau & Co., Inc., New York City, from whom title was derived by registrant by a transfer, dated November 26, 1919. Registrant also claims to have used the trade-mark for about two years prior to the transfer by A. Frankau & Co., Inc.
LEADING LIGHT:—41,513. For cigars, cigarettes, cheroots and tobacco. December 2, 1919. Sidney J. Freeman & Sons, New York City. Trade-mark claimed to have been first adopted by Boltz-Clymer & Co., and by various transfers acquired by Adolph Frankau & Co., Inc., New York City, from whom title was derived by registrant by a transfer, dated November 26, 1919. Registrant also claims to have used the trade-mark for about two years prior to the transfer by A. Frankau & Co., Inc.
ARROW:—41,514. For cigars, cigarettes, cheroots and tobacco. December 2, 1919. Sidney J. Freeman & Sons, New York City. Trade-mark acquired by a transfer from A. Frankau & Co., Inc., New York City, dated November 26, 1919, and claimed to have been in use by registrant for about two years prior to such transfer.
IDEA:—41,515. For cigars, cigarettes, cheroots and tobacco. December 2, 1919. Sidney J. Freeman & Sons, New York City. Trade-mark acquired by a transfer from A. Frankau & Co., Inc., New York City, dated November 26, 1919, and claimed to have been in use by registrant for about two years prior to such transfer.
NEW YORK MASTERS:—41,516. For cigars, cigarettes and tobacco. December 9, 1919. Stein Bros., Milwaukee, Wis.
JUSTACIA:—41,517. For cigars. December 11, 1919. American Box Supply Co., Detroit, Mich.
WATERTOWN GOOSE:—41,518. For cigars. December 18, 1919. Sonneman & Amann, Watertown, Wis.
SAM GARWIN:—41,519. For cigars, cigarettes and tobacco. December 8, 1919. A. C. Henschel & Co., Chicago, Ill.
HENRY LINDEN:—41,520. For cigars, cigarettes and tobacco. December 8, 1919. A. C. Henschel & Co., Chicago, Ill.
DAVE WINFIELD:—41,526. For cigars, cigarettes and tobacco. December 8, 1919. A. C. Henschel & Co., Chicago, Ill.
SIGNOR CLEOFANTE CAMPANINI:—41,527. For all tobacco products. December 22, 1919. The Moehle Litho. Co., Brooklyn, N. Y.
PENN-ALTO:—41,528. For cigars, cigarettes and tobacco. December 19, 1919. J. Blumenthal's Sons, Altoona, Pa.
RANACQUE:—41,529. For cigars, cigarettes, cheroots and tobacco. December 23, 1919. Pasbach-Voice Litho. Co., New York City.

TRANSFERS

PENTE:—19,507 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 21, 1910, by Wm. Steiner Sons & Co., New York City. Transferred to E. M. Erb, Boyertown, Pa., and re-transferred to H. A. Bridgman, Paris, Ill., November 25, 1919.
MINORU:—30,659 (Tobacco World). For cigars, cigarettes and tobacco. Registered January 25, 1915, by Garrett H. Smith, New York City. Transferred to Fernandez Bros. Co., Ybor City Post Office, Tampa, Fla., December 10, 1919.
WILKIE COLLINS:—11,266 (Tobacco Journal). For cigars. Registered October 25, 1889, by F. Heppenheimers Sons, New York City. By several transfers was acquired by Coraza Cigar Co., Milwaukee, Wis., October 3, 1912, and re-transferred to Stein Bros., Milwaukee, Wis., December 5, 1919.
SUN RAY:—22,389 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered May 29, 1911, and in "Tobacco," for cigars, May 27, 1911, by S. R. Moss Cigar Co., Lancaster, Pa. Transferred to Kraus & Co., Inc., Baltimore, Md., January 2, 1917, and re-transferred to L. W. Killeen, Schenectady, N. Y., October 15, 1919.
EL SENADOR:—10,401 (Trade-Mark Record). For cigars. Registered April 16, 1891, by George Schlegel, New York City. Transferred to S. R. Moss, Lancaster, Pa., May 27, 1899. Re-transferred to Kraus & Co., Inc., Baltimore, Md., January 27, 1917, and re-transferred to L. W. Killeen, Schenectady, N. Y., October 15, 1919.
EL PROSITO:—31,163 (Tobacco World). For cigars. Registered September 24, 1915, by Carroll Cigar Co., Manchester, Md. Transferred to Wertheimer Bros., Baltimore, Md.
EVEN TENOR:—25,982 (U. S. Tobacco Journal). For cigars. Registered September 15, 1902, by Thoroughgood & Co., Janesville, Wis. Transferred to Louis Sherman, Cincinnati, Ohio, December 16, 1919.

CANCELLATIONS

JOHN DURANT:—41,510. For cigars, cigarettes and tobacco. Registered December 8, 1919, by A. C. Henschel & Co., Chicago, Ill. Cancelled December 24, 1919.

VELVET JOE'S ALMANAC

Down in the southwest corner of Liggett & Myers advertisement there is an invitation to write to Velvet Joe, 4241 Folsom Avenue, St. Louis, Mo., and ask him for his almanac, which we very gladly and promptly did, and it would take money to buy that almanac from us.

You see, we met Joe down in "Missouri" some few years ago, and extended and received the ordinary courtesies which were a charming custom before this land of the free made us the fettered slaves of fanatics and changed a happy land into a desert. The gun and the houn' dog and the corncob pipe were all there, also a jug with a corncob stopper.

We will never forget the wrinkles that twisted into smiles and the quaint dialect and humor that sweetens all life. Even the kid was there, or were there a dozen of them? A Happy New Year to you, Velvet Joe.

But you want to hear about the almanac. It has the calendar for the year, not as regulated by Congress, but by the one who made it. The rising and setting of the sun and moon. Weather forecasts as accurate as the ones the weather bureau sends out. How to read the clouds.

There are a hundred and one things that you did not know and more than that number of things that you will want to know, so send for it and hurry, for there will be a great and increasing demand for it.

G. W. J.

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co., LIMA, O.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

STERN PATENTED CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
129 Fifth Avenue, New York
SELLING REPRESENTATIVES
E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

OSCAR PASBACH PRES. J. A VOICE SEC'Y & GEN. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 2

The TOBACCO WORLD

JANUARY 15, 1920

Since 1887

The recognized Standard for **Clear Havana Cigars.**
Made in many Sizes.

Jenny Lind

Made of the finest **Imported Cuban Tobacco,** from the best districts, by the most skilled **Cuban Workmen,** under conditions identical to those employed by the best Havana factories.

JOBBING ACCOUNTS SOLICITED

HEREDIA Y CA,
70 Fulton St. New York City

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

"This is the **Life** Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

LIPSCHUTZ'S

44

CIGARS

44 Cigar Co., Inc. Philadelphia

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, 301-303 THIRD AVE.
NEW YORK CITY

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

8c.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS., INC. 1919 REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

FREDERICK HIRSCHHORN, 119 West 40th St., New York	President
CHARLES J EISENLOHR, 934 Market St., Phila., Pa.	Vice-President
JOSEPH B WERTHEIM, 81st and East End Ave, M'hat'n, N. Y.	Treasurer
S. K. LICHTENSTEIN, 40 Exchange Place, Manhattan, N. Y.	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

J. J. OLLENDORF	President
HERMAN GOLDWATER	1st Vice-President
LEO LEHMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO RIEDERS, 200 West 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

NEW YORK FACTORY moving; has for sale its equipment for 150 men. A-201, care of "Tobacco World."

FOR SALE—Ten New Ludington Cigarette Machines, with Automatic Feed. Communicate with Box 323, care of "The Tobacco World."

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

WANTED—CIGAR BANDS IN JOB LOTS. Prices must be close. Glenn Cigar Company, Red Lion, Pa.

WILL PURCHASE editions of discontinued cigar labels or cigar bands for cash. No amount to large or too small. Box A-200, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 January 15, 1920 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The "ALL-CEDAR"
Cigar Box

THE UNEXCELLED PACKAGE
Proclaimed by the Test of Years

JUST as Nature provides the soil and sunshine and rain, that the wonderful tobaccos may attain maturity at their best, so Nature provides the ideal package to contain those tobaccos when shaped into cigars, by growing the Spanish cedar tree.

Mr. Manufacturer, retain the prestige and good-will of your brands by making sure that your cigars reach the smoker in the ideal package—Spanish Cedar.

Mr. Jobber and Mr. Retailer, the complaint that your cigars are dried out will not be made so often if you insist that YOUR cigars be packed in ALL-CEDAR containers. Most connoisseurs refuse brands not packed in ALL-CEDAR.

Any cigar box-maker who cannot supply the trade with cedar boxes can arrange to do so by addressing

THE GEO. D. EMERY COMPANY
Importers of the Finest Cedar Logs
220 Eleventh Avenue New York City

On 30 Days' Trial

Wolverine CIGAR MACHINES

WOLVERINE BUNCH BREAKERS Reduce Labor Costs and Save 35 Per Cent. of the Binders

$25.00

BY PREPAID EXPRESS TO YOU ON 30 DAYS' FREE TRIAL

WRITE FOR ONE TODAY

West Michigan Mach. & Tool Co., Grand Rapids, Mich.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,

Makers

PHILADELPHIA

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

John Ruskin ✦ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

Volume 40

THE TOBACCO WORLD

Established 1881

Number 2

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, January 15, 1920 Foreign $3.50

Friendliness a Business Asset

By Clarence T. Hubbard

SPEAKING of his success as a cigar dealer, a New England tobacco store proprietor mentioned the fact that a great deal of his business was secured through his methods of making friends of those he attempted to interview. Although he spent a goodly portion of his time "behind the counter," he did not solely rely upon his store trade—he also went out after orders from business houses, lodges, clubs and individuals. Dwelling on his success in this direction, this cigar man says:

"I believe in the gospel of good cheer. I always enter a man's office with a smile and leave in the same way. During my visit I try to radiate cheer. I do not attempt to become familiar, yet most of my customers call me by my first name and when they get to that point competition takes a back seat."

This salesman happens to have as his first name, "James." Most people know him as "Jim." A few recognize him as "King James"—in fact his store is often referred to as "King James' Cigar Store." This little deviation in title has won him the friendship of many office guardians. His plan of announcing himself and becoming known under this name occurred by accident.

He went to interview the vice-president of a large insurance company who had full charge of a coming convention for agents, and it was this proprietor-salesman's idea to make an attempt at securing the orders for cigars. As he arrived at the company the hallman intercepted him and asked his name. He gave it, but the secretary at the other end of the 'phone could not understand the name that was being transmitted to him. "Tell him it's King James," he said—and the name has stuck ever since.

It is not the policy of this tobacco dealer to try and sell cigars by his methods of friendliness, entirely. He is a well-posted and thoroughly good salesman—in fact, before opening up his own store, he was a traveling representative for a big cigar house. He can talk business in a firm way with the sternest of executives or discuss the topics of the day, yet his manner wins the friendship of all he comes in contact with.

In the first place he never assumes any pose or attempts to appear too aggressive. He acts as natural with the president of a large concern as he does with his store customers. When entering the office of a "big man" he acts with ease, sits with ease, and talks in a natural way. His whole plan is to always "take it easy" no matter what the occasion is and to never assume any air of importance or superiority. On the other hand, he does not affect any undue familiarity in making friends with the various people he comes in contact with and he never takes advantage of friendship. He merely, by acting friendly, sets his acquaintances at perfect ease which is the secret of his large acquaintance that naturally increases his volume of business.

He has worked up a good business with the large executives directing the industries in his town—also the bankers and merchants. Nearly all such men keep on hand several boxes of cigars for entertainment and conference purposes and, by timing his visits, he gains the bulk of this trade. Speaking of his experience in gaining their acquaintances, he says:

"I do not believe in passing around 'free cigars' to all the private secretaries I first come in contact with, or to the elevator and hallmen who know me as 'King James' the cigar man. I have on some occasions done so, but to do it once establishes a precedent and the very practice rather defeats my purpose of meeting and interviewing the 'heads' of concerns in the manner of a salesman. The passing around of sample cigars sort of cheapens the visit and is quite apt to create a reference to me as a cigar peddler, which I am not. Therefore, by practicing friendliness, and not familiarity, I accomplish more.

"When a private secretary requests that I make my business known, I generally inform him as natural as I can that I have come to see his chief regarding the coming banquet in the works, or the convention announced. If my visit is solely for the purpose of selling the executive himself cigars—and I have never been there before—I tell the secretary to inform the official that I wish to see him on some business which I have just discussed with Mr. Jones, of the Phoenix; Mr. Smith, of the Paragon Company, and so on, naming officials I had recently had transactions with. This generally gains me admission for the executive realizes that if Mr. Smith, of the Paragon, saw fit to give me an interview, he might as well. Once inside I present my proposition, talking in the same way I would if the official were right in my store."

This cigar dealer, by carrying out the "human interest" idea, always gains his ends. It is not his originality that brings him his following—just his knack of adding "friendliness" to his salesmanship—something every tobacco salesman can do.

Spanish Cedar Makes Ideal Package for Cigars

IT is of small consequence how good a cigar is, if when it reaches the smoker the aroma has departed and the cigar has succumbed to petrification. One cause of this is due to the lack of proper humidor facilities on the part of the retailer. In some sections of the country brands suffer from experiments on the part of the railroad administration in an endeavor, apparently, to see how long a cigar will keep in a freight car. And in some cases blame attaches to the manufacturer himself.

It is perfectly natural that any manufacturer, or any other business man should do business as economically as possible, but it is doubtful wisdom if the economy is carried too far.

Today almost anything that looks like a cigar has a ready sale, but it is very important that the cigar of any character reach the smoker in good condition.

With brands hovering on the verge of a minimum price of ten cents, there is something to be said for the packing itself. There are cigar boxes, and cigar boxes. There are packings made of Spanish cedar, and packings made of other woods.

But the Spanish cedar box has always been the choice of the trade, because in the years of experience of the industry it has proven above all other woods to be the better adapted, by its very nature, for the packing of cigars.

When cigars can be delivered by truck or wagon from the factory to the retailer, the package is not so important unless the retailer is overstocking, and most of them have been doing this for two years and more.

But when brands have to travel by freight, or by that remarkable institution, the railway express, it is most important that every care be taken to see that the cigar reaches its destination still retaining its aroma and bouquet and in a good condition.

Many manufacturers of the better cigars ship to all parts of the country, and it will be found that they still retail the cedar box, because they know that it is the best package for the cigar to travel in, and for the retailer or smoker to keep it in.

Any retailer handling a high-class box trade will not hesitate to tell the inquirer that most connoisseurs refuse brands regardless of their prestige if they are not packed in Spanish cedar. Further compliments to cedar as the ideal package is found among those high-class brands packed in 1/20th tins. The cans will be found to be lined top, bottom and sides with Spanish cedar.

It does not matter much whether the cigar sells for eight cents or twenty cents, the condition in which it reaches the smoker is the important thing, and jobbers and retailers find that cigars dry out more quickly in substitute woods than in cedar.

When manufacturers have purchased good tobaccos, employed skilful workmen, and have used the best examples of the lithographer's art in dressing the cigar and the package, they are too good business men not to pack their brands in the package that maintains the cigars in the best condition for the longest period.

Regardless of the difference in cost, and figured per box, it does not amount to much, the jobber and retailer can well afford to pay it for the additional protection Spanish cedar gives their customers. It is a kind of business insurance that appeals to the manufacturers of good cigars, and ought to appeal to the manufacturer of every cigar, particularly where the goods have to travel or be stored for any period of time.

It has rightly been argued that price advances have been largely due to the determination of the manufacturer to maintain the quality of his brand, but such manufacturers discount the prestige and good will of their brands to a very considerable extent when they fail to pack their brands in packages best adapted to maintain the aroma and freshness of the cigar for the longest time.

TAMPA PACKERS WILL FILE DEMURRER

Tampa, Florida.

The Pickers and Packers Society will file a demurrer the next rule day alleging that the bills of complaint filed against the society and several manufacturers by girl pickers and packers who lost their work in the Roberts, Tampa-Cuba and Antuono factories, do not make a case, Attorneys Dickenson and Dickenson have announced.

The girls are asking $5000 damages each charging that the Pickers and Packers Society and four or five manufacturers here conspired to cause their discharge. They were discharged when the three factories were compelled to sign the society's closed shop agreement for the packing rooms.

SELAK & HOFFMAN GET DURSTEIN FACTORY

The S. H. Durstein cigar factory at Second and Walnut Streets, Wilmington, Delaware, has been acquired from the estate of S. H. Durstein by Selak & Hoffman, of that city. The firm's brands are "Havana Spear" and "Big Perfecto," and the additional facilities acquired will be used to reduce the number of unfilled orders with which every factory is crowded at this time.

LANCASTER'S MAYOR DEAD

H. L. Trout, mayor of Lancaster, Pennsylvania, and a part owner of Everybody's Cigar Factory, died January 5th of heart trouble. A coincident is the fact that he passed away at almost the hour that he was to have taken the oath of office for his third term as mayor of the city.

EDITORIAL COMMENT

IT remained for the cigarmakers themselves to usher in a new era for the cigar manufacturer—for it is readily admitted that without the labor difficulties of the past year the advent of mechanical facilitating devices in the cigar industry would have been postponed for some time.

Today we find the producers of cigar machinery overwhelmed with orders. We find cigar manufacturers who would never let a machinery salesman pass the information desk now using all the devices and equipment they can get and begging for more. Hundreds of other cigar manufacturers are waiting for their first deliveries.

And yet with it all production lags, proving, as has been claimed, that the use of machinery would never displace the cigarmaker, because the slowness with which it is produced allows time for constant readjustment.

Yet the cigar manufacturer who is looking to the future will not neglect to place his orders for such machinery as he may find suitable for his plant, for the reason that he will need the additional production it will afford and the economies that it will make apparent.

Manufacturers are just beginning to realize the high cost of human imperfections in this era of high prices. Wasted wrappers and binders and fillers can be valued by ounces today and figured in percentages in the cost of overhead.

If there were no other economies, the saving in waste and carelessness makes the investment in mechanical devices a sound one. A piece of machinery constitutes a permanent asset. A cigarmaker is an asset only so long as he is making cigars.

The soundest concerns in the country have invested heavily in almost every type of mechanical device that has been proven practical for their processes of manufacture.

An example of the manner in which concerns are taking up machinery is found in the fact that one manufacturer last year ordered more than *four hundred* stripping machines. Manufacturers of bunch machines and bunch breakers can show orders for fifty and one hundred at a time, followed by orders from the same concerns for even larger quantities.

The era of mechanical devices in the cigar industry is here. It is merely a question of how fast the machinery manufacturers can secure facilities for additional production.

The continually rising costs of manufacture make the economies of mechanical production absolutely necessary to the factories large enough to use them.

Banding machines, now that production has made it possible to advertise them to the trade, are in demand far in excess of the immediate supply. Men who laughed at them a few years ago have found the telegraph none too quick to place their orders.

The solution of many trade troubles and manufacturing difficulties lies in the use of mechanical devices and equipment. The machinery industry is still in its infancy, yet there are devices and machines for almost every important process used in the manufacture of cigars.

The manufacturer who feels the need of increased production and overhead reduction will waste no time in investigating the mechanical facilitating devices that have already proven practical and which are advertised in most of the business papers of the trade.

THE "United Shield" says editorially, "the public has come to realize now more than ever before that the United Cigar Stores are the logical places to buy cigars." If this is true it is because it is logical for a man to be attracted by neat window trims, impressed by good service, satisfied with the character and condition of the cigars purchased, and made to feel that his business is welcomed by the clerk who serves him. There is nothing superhuman about this. Competition of this character should be an impetus to every independent retailer to equal it if possible. But the great majority of small retailers are too indifferent to the transient smoker to ever make their stores "the logical place" for that transient to buy permanently. The "United" is setting a standard for the retail cigar trade that has educated the smoker to expect more than he gets in most independent stores—but the standard is beyond no retailer who is progressive and willing to work a little harder.

Few retailers stop to think that the "United" has fought its way to the front on private brands in the face of the scores of nationally advertised and nationally popular cigars which have been consistently backed by all kinds of consumer advertising.

The volume of this business is emphasized by figures which show that the "United" does approximately five per cent. of the retail cigar and tobacco business of the country, with a few more than 1200 outlets out of more than 550,000.

The fact that this has been accomplished removes it from the realm of the impossible. The handicap of the independent is largely his mental attitude and lack of confidence in his own ability. The dealer must come to realize that the day is passing when he can exist on the goodwill and popularity created for brands by the manufacturers. We are entering an era of intensive merchandising and that means competition of a new character.

The progressive merchant does not fear competition, but the indifferent storekeeper will continue to keep store—and that is about all.

TRADE NOTES AND NOTICES

Harry Goldberger, formerly a district superintendent in New York for the "United," was promoted to the position of superintendent of the Philadelphia district on January 1st.

Jules de Vries, formerly the Sumatra buyer for Bayuk Bros. Company, of Philadelphia, has sailed for Amsterdam, Holland, where he takes up his duties as resident representative of E. Rosenwald & Bro., the widely known New York leaf house.

Ernest Berger, of the Tampa-Cuba Cigar Company, Tampa, Florida, was a recent visitor to Water Street, New York.

The marriage of Miss Manuela Lopez, daughter of Celestino Lopez, of Arguelles, Lopez & Brothers, to John William White, of Norfolk, Virginia, took place on January 7th at the bride's home in Brooklyn.

Rosenthal Brothers, of New York, manufacturers of the "R. B." cigar, have opened additional factories in Pennsylvania in order to take care of their heavy orders.

Mendel & Company, of New York, are among the concerns that have migrated to Philadelphia. They are located at Second and Dock Streets.

S. Monday & Sons have opened a factory at 9 Bank Street, Philadelphia. It is understood that they will close the present factory on Cherry Street.

The "44" Cigar Company is preparing to take care of their orders in 1920 to the fullest extent by opening additional factories at Elizabeth and Perth Amboy, New Jersey, and Harrisburg, Pennsylvania.

"Cinco" londres have advanced to $60 in 1/10th packings, and $61 in 1/20ths.

Charles H. Knubel, Pacific Coast representative of the "Charles the Great" factory, has arrived in New York for his annual visit.

The McKee & Marks Cigar Company, of Joplin, Missouri, are enjoying a steadily growing business on their foil-wrapped Class C cigar sold under the title of "Arma del Rey."

Fred D. Hahn & Company is an enterprising firm that has started in business in Wellston, Ohio. They are featuring the brands "Justicia" and "Lancelot."

The growing demand for the "Magellan" cigar, manufactured by the Harkert Cigar Company, of Davenport, Iowa, emphasizes to that firm the steady growth of Class C business.

The rapid recovery of business in France, is indicated by the declaration of a twenty-five per cent. dividend, by the Alsatian Tobacco Factory at Strasburg.

The Internal Revenue office at Reading, Pennsylvania, reports receipts for cigar taxes of $106,834.24. Tobacco was nominal at $8000; documentary, $4338.89; proprietary, $2258.02. Total, including cigars, $121,971.16.

According to Internal Revenue reports, Tampa produced 400,000,000 cigars in 1919. The Internal Revenue taxes paid in the Tampa district amounted to $3,408,432. With labor disturbances cut out, the production in 1920 should exceed half a billion.

The Piedmont Tobacco Company has started the manufacture of two new brands of cigarettes in Danville. With present equipment the capacity is over a million a week. New machinery to be installed will raise the production to five million cigarettes a week.

A San Francisco exchange announces cable advices of a twenty per cent. raise on all Manila cigars.

There is often great light in talking over your problems with somebody else. The man who tries to settle every business problem within himself will soon eat his heart out.—The "Modern Merchant."

An exchange says that a farmer near Jeffersonville, Indiana, raised 6000 pounds of tobacco last year and refused forty-five cents a pound for it. It was high grade. This year he is selling it at 90 cents to $1.10 a pound.

Indiana is likely to cut a figure in the future in tobacco raising. This year's crop is estimated at five million pounds of an average value of twenty cents a pound. A loose leaf warehouse is being opened at Charlestown. Hundreds of acres of limestone land in the Clark County district have been sold to Kentucky tobacco men.

A new use for chewing tobacco is suggested in an item that says that a film of moisture on the windshield of a car can be removed by wiping the cut end of a plug of tobacco over the windshield. This leaves, when wiped off, a thin coating of glycerine, which will protect the glass from moisture.

The Klauber-Wangenheim Company, Los Angeles, California, is planning a quarter of a million dollar warehouse building for El Centro in the Imperial Valley.

Will It Be The Cigar Store?

By Elliott Church

NOW that removing of the kick from all the drinks served is making them harmless, now that men's furnishing stores are already beginning to cater to the women, now that women are getting the vote and are beginning to take an active part in politics, now the old-time order has changed to such a great extent that the only real *he-man* place left is the cigar store.

Will the cigar store remain such a place? Will it continue to cater to men and will it be a place where men can congregate and swap experiences? What is going to be the "poor man's club" of the future? Will it be the cigar store?

While we were busily engaged in sending as many Germans as possible to perdition we shipped to France a couple of million of husky young men and a couple of million more were ready to go. These men have demonstrated not only their efficiency in finishing up the job of war, but also in establishing high-speed records in tobacco consumption. They used all that they could get their hands onto and still called for more.

Men who had never used tobacco before in their lives formed the habit while in France. Very often it was the only amusement they could get, the only thing that would take their minds from the mud, the rats and the bursting shells. Men in some of the relief organizations who had lived for fifty years without smoking took up the use of tobacco while in France.

There is a bond between all the men who have been over there which could not be welded in any other way. Under ordinary circumstances, whether they drank alcoholic liquors or not, they would have congregated to a greater or less extent at saloons because there they could swap stories, could exchange experiences. Many of these saloons would have become sort of unofficial clubs.

With a dry country this is not likely to happen. The other most natural place to turn is the cigar store. If they are welcomed here they are pretty certain to make this an unofficial club. Of course, there was only a comparatively small percentage of our population in uniform, but each individual who joined the colors has his own following. The men who did their duty by their county during the war are the ones who are going to have the most influence during the coming years.

For this reason it will pay far greater dividends to please these men than it would to please an equally large number under ordinary circumstances. If these men find the cigar store a congenial place in which to hang out, as congenial a place as they would have found the saloon, they are going to adopt it.

Certain features, however, are necessary to make this the case. First, there must be accommodations for sitting down and smoking and telling yarns. Possibly tables with reading material will help. Games may also be desirable. The main thing, however, is to make the store a hospitable place. If it is made so, there is every indication that the men will reciprocate by increasing their purchases above what they would ordinarily have been in such a store. There is also a possibility that men deprived of alcohol will give more of their time and attention to tobacco.

If the store is catering to ex-service men it will usually be a mistake to employ a clerk who was of draft age but did not go. Rather have the men waited upon by a man who was too old to go. The best man of all for the position would naturally be a man who had gone and had been in the thick of the fight.

Possibly now that there is no other place where men can go and meet only men, many of our veterans who understand the business will establish cigar stores of their own which will appeal to their fellow veterans. In any case there is a real opportunity here.

The decision that many a cigar store must make now is whether to remain a man's store or to add side lines that will make it as much of a woman's store as a man's store. Already stores are experimenting with soda fountains and with candy lines. These tend to attract the women as well as the men. Other stores are catering to the women tobacco trade that at the present is handled to a very considerable extent by department stores. All these things are gradually changing these stores into women's stores as well as men's stores.

For centuries men have been accustomed to congregate together in certain kinds of business institutions. Foremost among these institutions has been the saloon. With the saloon gone they will have to find some other place which will satisfy the social cravings that the saloon satisfied. It was not the desire to get drunk that attracted men to saloons as much as it was the peculiar male sociability that always existed there. The saloon was a real mannish place and not the least womanish.

It is quite possible that before the war our civilization might have been becoming effeminate. If that was the case, it is no longer true. Our young men have done a real man's job. They have had real men's experiences, and they will want to get together and talk real man talk.

Clubs serve this purpose to a certain extent, but clubs are open only to members and guests. There is in every man a craving to be with other men, to see and talk with men who perhaps he does not know.

It now stands between the saloon and the cigar store which will supply this place. There is a strong likelihood that the old-time saloons will eventually become soda water and ice cream parlors frequented by men as much as by women. The outlook is that everything that they will be allowed to sell will be in as great demand by women as by men. This being the case, it is only natural that they should cater to the female as well as the male sex. Besides, there will probably be something rather fascinating to women to buy soft drinks and sundaes in places which used to be saloons frequented only by men.

Women are now buying shirts, neckties and collars for men, but they have not yet made a success in buying the tobacco for their brothers and husbands. Neither have they taken up the use of tobacco them-

selves as extensively as have men. This means that the product that the cigar store sells is still sold to men to as great an extent as the former product of the saloon was sold to men. The cigar store is still a man's store and it is practically the only man's store left.

Since it is men who make the purchases that keep the store running, it would seem wise to maintain them as men's stores. Now that the cost of doing all kinds of business is constantly and rapidly increasing, there is a more or less decided tendency in most fields to increase the range of the side lines carried. There is no question but that cigar stores will add a more extensive line of candy than has ever before been carried.

These side lines need not change the nature of the store if they are selected with due care. With all the ribbons and other frills left off the candy boxes, and with all the boxes made pocket size and the candy selected of the type that appeals to the taste of men, the adding of candy is not going to make the cigar store a woman's store.

Chewing-gum, playing-cards, poker chips, safety razors and the like are things that men buy. In fact, side lines can be added that men are now buying in those stores that are bending their efforts towards interesting women. It is not every man who wishes women to buy the things that he uses or wears. Many of these can be added to the cigar store to advantage.

The prime consideration, if the cigar store is to remain a men's store is to select as side lines those articles, and only those articles, which will appeal primarily to men. The more other institutions cater to women the greater will it benefit to cater to men. The indications are that the cigar store will not have much competition along the line of catering to men in the not distant future, and that this will make it profitable to add to the present cigar store line, side lines which have never before been very seriously considered.

It is not possible at this time to predict with any degree of accuracy just what lines and just what policies will result in the greatest profits to the cigar store. There is a danger, however, that unless the store is maintained strictly as a man's store that the patronage of women will give ammunition to the anti-tobacco campaign and will tend to shorten the life of the tobacco business. If the cigar store is maintained strictly as a man's store there will be less danger of its patronage being used as evidence that the sale of all tobacco should be discontinued.

There is now before cigar store owners opportunities for spreading out in several different directions. The conditions are far from normal. There is a demand now for something that will really take the place of the saloon without, at the same time having the disadvantages and the harmful effects of the saloon. The question which it is important to answer at once is: Will it be the cigar store?

Letters From The Store Kid

By Frank Farrington

(All Rights Reserved)

DEER JIM. Diddent I tel you Ide rite. Wel when I say Ile rite I rite. Ime that way. And when I get to be boss of a chane of cigar stores reeching from the atlantik to the passifik youl get out my letters and there youl hav the life history of me from boyhood and youl say you new him when he was just starting on the pathway to faim. Aint it so?

Ive got a job in a regular cigar store now, buleve me. I saw a sine in the window BOY WANTED and I sed that me and I went in and told the boss here I was, what wood I do first. He diddent argu with me, but he just sed go taik that BOY WANTED sine out of the window and swepe the sidewalk.

Say you think thats sum drug store where you work, but this cigar store is biggern enneigh drug store in Pinkvill and I woodent cum back to that town, not if youd give me all one side of mane strete. You cum over and see me sum day and Ile sho you a live town and a store thats doing biness every minnit its open, and thats long enuf to soot me and then sum.

Ime the feller that does everything noboddy else does. The boss says Ime a generul youtilitie boy. If thats what it is when your a generul Ime glad I diddent haf to start in a buck private.

Speeking about the boss, I ain't going to say too much about him in my letters beeaws he mite run across one of them. Ime going to rite just what I think and not waist my time riting bokays about fokes around this dump. I aint kicking about the boss, understand. If I diddent like to work for him I cood leve enneigh time. The boss is all rite, but what he dont kno about sum things wood maik a big book; but what he knoze about selling cigars and tobaco wood maik a good deel bigger book yet.

Semes to me the boss of a cigar store has a good deel to say about what kind of fellers he wants working for him and then he forgets to say enneigh-thing about what kind of a boss fellers like to work for.

My boss says he wants a feller to be nete all the time and not look sloppie around the store. Wel thats all rite. Ime that way. But you ought to see the boss himself sum days. He cums down with the darndest loking hat you ever saw. It looks more like a last yeers robbins nest than enneighthing else, and mebby he changes his coller and mebby he dont and sumtimes heze got a good start razing whiskirs. Of coarse he generully looks purty good, but sumtimes he dont.

Now hows a boss that looks like a cheep garaj janiter going to get his help to think they ought to be John Drews?

And then the boss gets us together every Fridie nite and gives us a leckcher or sumthing. Last Fridie he sed he was going to talk to us about being polite to customers. Then he sed, "Shut that dore and all of you cum in the offis and sit down!" Just like that.

(Continued on Page 14)

Perfect Lithography

MADE IN "THE MODEL SHOP"

Established 1861

Stability **Reliability**

The Plant Behind Us

175,000 square feet devoted to lithography. One of the largest and most complete exclusive lithographic establishments in the United States.

Cigar Labels

We originated the names, created the designs, and manufactured the labels of many of the best known and largest selling brands of cigars AND WE ARE PROTECTING THEIR SUPPLY TODAY.

Cigar Bands

A Band Department, equipped with the newest and most accurate machinery made, is being organized. Our bands will be the finest that can be produced. We will soon be prepared to accept a large volume of band business.

A source of supply such as this is an assurance to buyers that their requirements will be properly cared for.

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

Exclusive Selling Agents to Cigar Manufacturers for the Calvert Lithographing Company

(*Continued from Page 12*)

Why diddent he say pleeze shut the dore, and be polite about it?

He sed that men buying smoaks like to cum into a shop where the sailsmen are polite to em. I sed how about the clerks liking sumbody to be polite to them? And he lookt as if heed bite my hed off.

Wel I ment it. Dont a sailsmun like to have the boss and other sailesmen and even the customers treet him rite? He say he does.

Weve got one feller in our store that gets my gote all reddy. First place, he calls me willie, dam him. My name is William and I dont care if Ime called Bill or even Will, but willie! That maiks me feel like maiking a noise like a buzz saw cutting a nale in 2 Jim.

Dont that gink kno that you can maik a feller feel frendly by calling him sum name he likes and you can maik him sore by calling him sum name he dont like? Ime that way.

And then besides calling me willie, youd think he was king of the store to see the way he orders me around. Of coarse I kno heze higher up than I am and heze got sum rite to tel me what to do, but he needent think heze bougt me. He cant boss the rest of the fokes that work here so he taiks it out on me and he aint the hed clerk at that.

Theres Bob. Heze our hed sailsmun. Ide do enneighthing for Bob becaws heze frendly, but Persy, nixie! I suppoze tho that a feller that has to go around with the name Persy taekt onto him cant help being a nutt. Buleve me Ime going to help put the skids under Persy. Nun of the other fellers like him and Dazie haits the ground flore he walks on. Dazie is our exqwisit stenografer. That is sheze the bosses and she rites his letters and kepes his books. You see heze got sum other stores and he has a lot of bizness on his hands, but this is the biggest one.

I herd the boss tel Dazie when he was paying her off one Saterdie nite that she was a perl of grate price and so I call her Perl Sumtimes and she goze rite up in the air when I do it. Sheze afrade Ile give her away that sheze stuck on the boss.

If Dazie and me cant give Persy the run, its funny. He maiks mistaiks enuf and heze always trying to catch her maiking sum, but sheze rite there with the goods all the time. That Persy, he coodent sel a man a 50 cents cigar and taik in a 50 cents peece in pay and get it rite, and I was going to delivver to sum man a box of cigars heed sent for and Ide taik em to where Persy marks em for Ide spend all day running around town looking for the place becaws there probably woodent be enneigh such place.

Say therse sum differense in the way fokes rite the names on enneigh packig I haf to delivver. You see me deliverry boy along with my other jobs. Wel whats the use of riting names on packiges so noboddy knoze what they say? That Persy, heed rite Parker for Harper and he markt a packig Jessie Jones one day when it was for Jesse Stone, and Jessie Jones is an old maid that just happens to own a morgij on the bosses store and what she told the boss when she cum down to see him about sending her a box of cigars was plenty. I wassent in the offis where she was telling it to him, but when the boss cum out he lookt like heed bin thru one of theeze conkreet mixers. That time mister Persy purty near lost his job all rite all rite.

When I get to be a sailsmun or sumthing Ime going to get fokes names and addresses rite on packiges or bust, and if you heer enneighbody bust it wont be me. When I taik enneigh packig to the rong place Ime the feller that gets jumpt on. Ime rite there handie, and generully they dont bother to cum to the store and cuss the feller that sent me out. They aint all like Jessie and they dont all have morgijes and probably enneighway if you leev a box of cigars with the rong feller, he shood worry if he smoaks.

The next time Persy puts the rong name on a packig or enneighthing Ime going to taik it rite where the address says and let mister Persy get it in the neck agen and then mebby heel get his.

Now that I've ritten that, Jim, cum to think about it, I saw in the "Tobacco World" paper the other day that if a store is going to maik a sucksess the hole bunch has got to pul together and teem work is what counts. So I suppoze if I go on and delivver sumthing thats markt rong agen when I kno better, just to get Persy in bad, I might get the store in bad insted. I gess Ile haf to taik it out of Persy sum other way, but buleve me Ime going to get him. When I maik up my mind to get even with a feller I do it. Ime that way. I aint busted yet, Jim.

Yours for bizness,

BILL.

NEW OCEAN RATES FOR TOBACCO PRODUCTS

Washington, D. C.

The United States Shipping Board has announced new freight rates on cigarettes and tobacco from North Atlantic ports to Lisbon and Oporto, Portugal.

The rates on cigarettes have been placed at 90 cents per hundred pounds to Lisbon and $1.05 per hundred to Oporto; unmanufactured tobacco, in bales or hogsheads, will be carried to Lisbon at $2.85 per hundredweight and to Oporto at $3.15 per hundred. The minimum charge on any one bill of lading will be $7.50.

C. L. L.

HENRY M. DUYS WEDS

Henry M. Duys, of H. Duys & Company, was married on January 8th in Toronto, Canada, to Miss Helen Howard of that city. Mr. and Mrs. Duys are spending their honeymoon in Florida.

The Ohio Tobacco Products Company of Bedford, Ohio, has been incorporated with a capital stock of $25,000, by R. B. Oliver, L. E. Smith, Garrett Stevens, F. W. Poulson and C. J. Pillied, Jr.

THE Cigar Maker smiles appreciatively as he handles the clean, smoothly-booked stock stripped by a Model M Universal Tobacco Stripping and Booking Machine. This machine opens out and thoroughly books the leaf, thus doing away with the unopened and curled-up tips incident to hand-stripping. Cigar makers prefer to work in Universal-equipped factories, for tobacco stripped with the Universal enables them to make more cigars and more money.

Mr. Cigar Manufacturer—You too will smile at the efficiency of the Universal. It speeds up production, cuts down costs and turns out a better product. Write for our new descriptive catalog and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

79 FIFTH AVENUE, NEW YORK *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., of Canada, Ltd.

108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

Consumer Advertising In Foreign Markets--Each Country a Field in Itself--A Subject of Interest

By Alfred Thomas Marks

OUR United States exporters of manufactured tobaccos who are not mastering the details of "consumer advertising" in the foreign markets are not using every card in the deck to win out in the big world trade game. The rapidly increasing importance of our foreign sales of manufactured tobaccos is conclusively shown by the fact that in the eight months which ended on August 31, 1919, the total was $25,059,946, as against $20,379,222 in the eight months ended on August 31, 1918—a net gain of $4,680,724, and a gain of $15,040,640 over the eight months ended on August 31, 1917. These are the figures for manufactured tobacco (cigars, cigarettes, smoking and chewing tobaccos) only, and do not include our exports of leaf.

Taking up the matter of advertising our manufactured tobaccos in foreign countries, the first essential we should keep in mind is that in our overseas publicity plans we can make little, if any, use of our experience gained in the home fields, no matter what degree of success we may have attained in the domestic market. Several rather discouraging "slumps" have occurred in both Latin-American and European markets within the past year at the expense of United States exporters who were remarkably successful in their advertising campaigns at home, and who sought to put the same plans in force in other countries. They did not "work."

It is a very necessary and essential precedent to entering overseas markets with our advertising that we know what kind of advertising will sell the goods there. Paradoxical as it may seem, what most of us would consider "good advertising" here at home nearly always proves to be very bad advertising in other countries—bad because it does not sell the goods, or create a demand for them, which is, after all, the real test of all advertising, at home or abroad.

The matter-of-fact Britisher cannot be startled or stampeded into buying your cigars, cigarettes or smoking tobacco; he does not take kindly to advertising innovations; he is rather impatient in his efforts to get away from a page or half-page display—it does not "sink in" to any profitable extent. Small spaces run d. or c. o. d., constant hammering with few changes of copy, "gets" him. That's why he buys fifty million dollars' worth of Lipton's tea every year—why Pears' soap and Beecham's pills and Guinness's stout are really household words in Great Britain. None of those concerns—or any other of England's nationally known producers—use big spaces. For nearly fifty years Pears' bathtub baby has been unhappy because he could not "get it," and the little 50 line s. c. ad. is still running without the slightest change, and it is still selling the goods.

A curious sidelight on English publicity was recently referred to by one of our consular representatives at Liverpool, England, at home for a brief vacation, in talking with the writer. A certain biscuit producing concern in London, established over one hundred years ago, and advertising consistently and persistently for all of that time until their product was known practically all over the world, in an ill-advised moment hit upon the idea of stopping its advertising. "What's the use of spending this money" they asked. "Our goods are known everywhere, and we are always sold up away ahead of production." So they cut out the advertising appropriation. To use the consular representative's own words, "they went back 80,000 pounds (about $400,000) the first year, which was 1911, and it took them over three years to get back to the volume of trade they were doing when they thought they could dispense with the advertising appropriation. Now they are proceeding on the plan of increasing their advertising appropriation ten per cent. each year, and their business shows advances of 20 to 25 per cent. each twelvemonth.

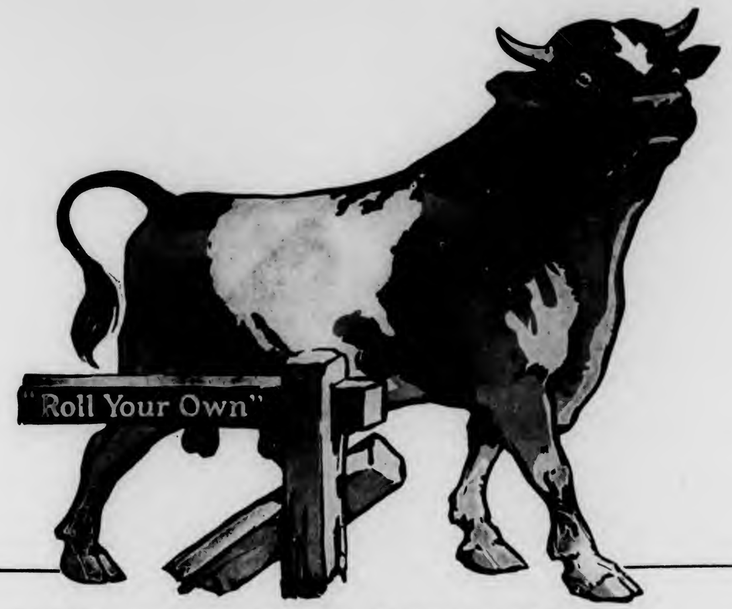
This incident has had its counterpart right here in the United States, as will be remembered, when the Royal Baking Powder Company discontinued its advertising appropriation for a year because it thought it was sufficiently well known—and it is said to have gone back $250,000 in the year in sales. The very next year the rise of every step of every flight of "L" road stairs in New York City had its Royal Baking Powder ad., to say nothing of a lot of newspaper and magazine advertising, not previously contemplated, the company found use for. It was the only remedy, and they applied it.

These instances go to show that in the United States, as well as in England, no concern, no matter how successful, can afford to stop advertising—that advertising must be not only judicious, but persistent and constant.

Speaking advertisingly, France differs from England, very decidedly, although here again we find that the big page "spread" is not at all impressive. But keep in mind that you will get your best results here by having due regard for the artistic side of advertising. Even though your display be small, see that it is attractively balanced, and if a cut be used see that it is the *right cut*—nothing jarring or grotesque. Remember that the French, even the peasants and middle classes, have an artistic "streak" in them. A glance at any French metropolitan daily or weekly will demonstrate the meaning of "artistic" as applied to French advertising.

And let your ad. be in French! There's another important consideration. A large United States advertiser of automobile tires some time ago sent to two leading Paris newspapers (a daily and a weekly) a lot of 60-line electros advertising the tires *in English*. A cabled inquiry from Paris resulted in the matter being translated in French and the electros thrown into the "hell box." It will be profitable to remember that only a very small percentage of the readers of

(*Continued on Page 18*)



HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE "BULL" DURHAM TOBACCO

10c

Guaranteed by The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

(*Continued from Page 16*)

any French publication is reached by an English advertisement, and the great bulk of the circulation is an absolute loss to such an advertiser. All of the French publications will translate advertisements to French on request and without charge.

Unlike conditions in England, it is very advisable that changes of copy be frequent in France—"always something new" is the French idea. And let it be sprightly, incisive, capable of being taken in at a glance and as far as possible tell the whole story.

Here are but two of the foreign markets at whose doors our tobacco manufacturers are knocking—and we have touched upon the advertising side of each only briefly. But these show that each of the foreign countries must be studied as a proposition in itself in order that we may know its psychological view of advertising.

Latin America is another proposition which requires different and rather distinctive treatment. Your artistry necessary in France, and the constant hammering with the few changes which "goes" in England, will get you nowhere in South and Central America. Here we find advertising fundamentals largely undeveloped and to a considerable extent back in the comic picture twilight of publicity evolution. But if we expect to reach the consumer there resultfully we must go to him with that sort of advertising, even though it gives us a chill down the spine.

In brief, the idea that we will find it necessary to digest in advertising to the foreign consumer—a human of as many sides and peculiarities as there are countries on the face of the earth—is that each country or each market should be studied and analyzed in order to enable us to adapt ourselves and our publicity to *his* ideas, largely losing sight of our own, for in this way only can we expect to win the greatest possible share of the business.

Our American Exporter Dislikes "Pioneering"

An American trade commissioner who has just returned from an extended visit to several European countries brings a new and interesting, if not entirely original, viewpoint on our export trade as it came under his observation. Referring specifically to our fast growing overseas trade in tobaccos, both manufactured and in the leaf, he told the writer that our exporters in these lines were going into markets in Europe and taking away the trade which other countries have built up.

"It is all legitimate enough," he said, "and nothing but real, actual competition. It reminds me of one dog having annexed a succulent bone, when another comes along, chases him away, and settles down for a feast. That may be a homely way of expressing it, but it will give you an idea of the way we are capturing trade in many export fields. And, as I say, it is perfectly legitimate and proper. A phase of our foreign trade our exporters are not over-enthusiastic about is going into a new and almost virgin market—such as China, for instance—and building up a trade from nothing, much as a farmer plants, cultivates and harvests a field. We are rather given to a liking for the more strenuous and certain method of letting some other country educate the people up through the primary grades of trade, and then going in with our better products, beating out said other country in a fair and square trade fight, and winning the business, or the biggest share of it. Of course, if we were not sure of ourselves and our products this would be a losing policy, for we could not dislodge the first-comer unless we gave the people something better at the same price or something as good at a lower price. It is simply the survival of the fittest and most resourceful and capable. Human nature is pretty much the same the world over, and when you go to the people with better value they will turn to you without the slightest compunction of feeling for the other fellow, who could not keep up in quality or price, albeit he led them out of the wilderness. And it should be remembered, too, that they are just as prone to bestow their trade favors on a new-comer who goes us one better, so that we must win the market and *keep it won*.

"I have seen this demonstrated a number of times in my own experience. In markets where we had abundant time and opportunity to introduce our tobaccos, and practically without competition, we have waited until some other country went to it, broke the ice, showed the people what they had, sold some, blazed a good and promising trade way—and then the United States manufacturers came in and captured first place in the trade race. This is nothing but competition, and if we can win the business in this way without the expense and effort of pioneering, I think we are to be congratulated and are justified in 'taking off our hat to ourselves,' although I am satisfied that our European competitors do not take this view of the matter."

All of which opens a new line of thought, in a way. But the conclusion of the whole matter would seem to be that as long as we are in position to beat out competition in quality or price, or both, we are legitimately entitled to the trade, no matter who preceded us in the markets.

Geer Brothers of Suffield, Connecticut, have purchased the tobacco warehouse of Lipschutz and Freedman at Boston Neck, Massachusetts.

Fire on January 13 destroyed the tobacco shop of William H. Bucher, Reamstown, Pennsylvania. The loss is estimated at $3000.

TIMELY!

CIGARS, long filler, hand made of clean, sweet, mild Tobacco—Cigars that can be sold at retail at the old prices smokers paid before the war.

Just what every dealer needs in his cigar cases to fill out the stock and to please smokers as regards both Price and Quality.

Manila Cigars

is the answer to every question you have been asking yourself.

There Is Money In Manilas!
List of Manufacturers & Importers on Application

Manila Ad Agency

CHAS. A. BOND, Manager

Phone, Morningside 6204 **609 W. 127th St., New York**

LEAF MARKET JOTTINGS

IN Lancaster County it is estimated that two leading manufacturers have two million pounds of 1919 tobacco in their warehouses, and several other firms have been receiving 1919 tobacco. "The Lancaster Examiner" says that tobacco dealers, with few exceptions, agree that the 1919 tobacco crop, although light in weight, is one of the best that Lancaster County has ever produced. One dealer, who was an extensive buyer this season, described it in these words: "It is one of the best burning products that I have ever bought. Compared with the 1917 crop, which was exceptionally good burning tobacco, in my opinion, this year's crop is its superior."

According to a Lancaster dealer, there are more than 1000 acres of 1919 tobacco remaining unsold in the growers' hands, scattered throughout every section of the county. In most cases this tobacco has not been passed over by the dealers because of its inferior quality, but has been held by the owners for even higher prices than prevailed when the packers were conducting their active purchasing campaign.

That something of a hole was made in old stocks is indicated by the fact that three million more cigars were manufactured in Lancaster City and County factories in December, according to revenue receipts, than in November. The increase was due to the demand made for Christmas goods, which kept the factories running at full speed, some even having double shifts.

The Lancaster Leaf Tobacco Board of Trade held its annual meeting and banquet at Hotel Brunswick, Saturday evening, January 3. At the business meeting held prior to the banquet, the election of officers resulted in the following: Milton H. Ranck, president, succeeding L. H. Nolt; William De Haven, vice-president, succeeding Milton H. Ranck; M. Rosenthal, treasurer, and A. H. Sondheimer, secretary, the last two having been re-elected consecutively for a number of years.

Not only the leaf trade, but the citizens generally, deplore the loss of William Levy, a prominent tobacco man, who died at Lancaster, on January 8, aged sixty-two years, after a brief illness from pneumonia. He was a member and master of Shaarai Shomajion Temple, Knights of Pythias, Elks, and president of the Harmonie Club.

***

In Wisconsin there has been no recent activity in the sheds on account of low temperatures, the thermometer ranging from zero to twenty degrees below. Taking the tobacco sections of the State as a whole, considerable tobacco has been stripped, and some warehouses have opened for sorting. "The Wisconsin Tobacco Reporter" says that eight warehouses have opened at Edgerton, with good forces at the tables. The stemming concerns run steady forces and will be in shape to care for the 1919 crop, as soon as it is delivered.

***

There has been a lively demand in the northern field for the remnant of the 1919 crop, which will soon be cleaned up. In the southern section more tobacco is unsold and sales continue right along. Prices are steady for good leaf at better than twenty cents. Wisconsin tobacco growers have passed through a brief and very fortunate campaign, a condition, however, that has not been peculiar to that State. The Government reporting service states the average price paid was a little better than twenty cents.

There are many growers in various sections who are purposely holding their crops, because they do not believe in selling until the tobacco is in the bundle.

The entire campaign of 1919, which included the buying of sixty millions of pounds of tobacco, was without a critical moment and was conducted with good humor on both sides, in striking contrast with the previous year.

***

In the South, Wilson, North Carolina, reports sales in December, up to December 17, when the market closed for the holidays, of 4,424,879 pounds of tobacco at an average of $59.39. The average for the season is $54.51. At Durham, the Star Brick warehouse will be considerably enlarged by the addition of sixty feet to its width. The present dimensions of the building are 210 feet in length by 120 feet in width.

Southern Georgia is preparing to increase its tobacco acreage. The Valdosta Chamber of Commerce is pushing a campaign to increase tobacco growing in that section. According to statistics over 11,000,000 pounds of tobacco were grown in south Georgia last season and marketed in the nine leading markets at an average of eighteen cents per pound. Much of the crop brought the maximum price, which in a few instances reached one dollar a pound, while a large quantity improperly grown and cured sold as low as one and two cents per pound. Farmers, however, are rapidly learning how to grow and cure the product, and it is expected the price average will be much higher in 1920.

One of the few tobacco sales reported for Kentucky was at the Kenton Loose Leaf House at Covington, when 60,000 pounds brought an average of $28.33. The tobacco offered was generally of low grade. Bright color leaf remained high, ninety-one cents being paid for wrapper leaf. Some averages were $45 and $55.

At Lexington 3,790,140 pounds sold at an average price of $48.64 a hundred. Total sales to January 3 were 16,067,655 pounds, at an average of $59 a hundred.

As compared with sales before the holidays the market was considerably lower, declines being noted on practically all grades, due to some extent to a lower quality of offerings. Reds and low grades predominated.

At Clarksville, Tennessee, receipts have been light with no change in the market, prices ranging for lugs, 12 to 20 cents; and for leaf, 21 to 38 cents.

At Owensboro, Kentucky, offerings showed a large percentage of common tobacco both in the Burley and Pryor grades. Prices were slightly lower on all grades except fancy piles showing either extra color or quality. Pryor tobacco sold at $15.48, against a seasonal average of about ten million pounds at $18.18. Burley was $20.96, against a seasonal average of $28.81.

Owensboro quotations for Burley leaf are: Dark red, $14 and $20; common red, $20 and $30; bright red, $50 and $80; select, $80 and $100.

At Lexington, Kentucky, after the holidays 4100 pounds of tobacco grown by Hambrick and Jouett sold for an average of $99.77 a hundred. Seven hundred thousand (700,000) pounds sold for an average of $51.52 a hundred.

At Hopkinsville, Kentucky, prices ranged from $15 to $40, an average of $27.50. Two regie crops sold at $28.94 and $29.44.

***

In the Connecticut Valley there has been considerable activity and tobacco manufacturers have been buying large quantities of shade-grown tobacco, which is in heavy demand on account of the decreased acreage. Prices are not quoted for any of the Connecticut grades but are said to be high. Fancy wrappers are especially in demand.

Women and girls working in the tobacco warehouses are receiving from $15 to $20 a week, drawing largely from the department stores and other activities and employing many married women.

An exchange states that second-primed shade brought $4.50 per pound and predicts a larger acreage of shade-grown in 1920. It is estimated that ninety per cent. of the broadleaf has been sold and seventy per cent. of the Havana seed.

CONTROLLING THE TOBACCO BEETLE

Washington, D. C.

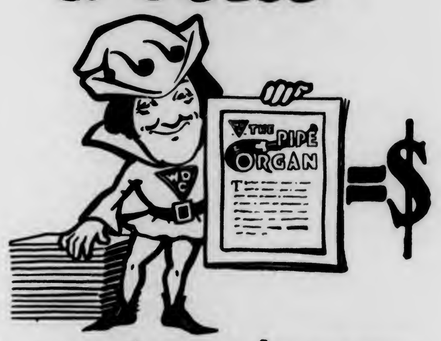
Promising control of the tobacco flea-beetle has been obtained in Florida with certain insecticides, according to the annual report of the chief of the bureau of entomology of the Department of Agriculture. This is an important result, according to the report, as in 1918 one grower alone claimed a loss from this insect of $650 an acre.

Dusting methods in the shade-grown tobacco region have been revolutionized by the introduction of power machines, which are capable of dusting from ten to twenty acres a day more than could be treated with hand dusters. For tobacco thrips it has been found that nicotine sulphate, fourteen ounces, and soap, three pounds, gives satisfactory control if applied properly once a week during the emergence period. An important point is the time of application.

Much valuable work has been done on other tobacco insects also, the report adds.

C. L. L.

-and it doesn't cost you a cent



-puts pep in your pipe business

THE PIPE ORGAN is dedicated to the advancement of the retail merchants.

It tells a lot about the WDC business and pipe making, but it is not exclusive and covers the entire field of retail selling.

It is yours for the asking. Just stick this coupon on one of your letterheads and send it to us. After that you will receive The Pipe Organ every month.

Some of the ▼ Brands of Pipes:

just stick this on your letter head

I want the PIPE ORGAN

Brighton, Derby, Genova, Hand Made, Hand Made Special, Highest Grade, Lucerne, Milano Extra, Milano Special, Morocco, Stratford, Stratford Special, Turin, Triangle Bakelite, Wellington, Windsor

WM. DEMUTH & CO.
230 FIFTH AVE. NEW YORK

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

RESIGN FROM CONSOLIDATED

Theodore Werner and Fred J. Davis, identified with the Consolidated Cigar Corporation, resigned from that concern on January 1st. The announcement has created much interest, in view of the prominence of both Mr. Werner and Mr. Davis.

Mr. Werner became interested in the cigar industry more than twenty years ago, and was president of T. J. Dunn & Company, and its subsidiaries, at the time of its absorption by the Consolidated.

Mr. Davis has been identified with the manufacturing end of the old concern of Samuel I. Davis & Company, and when that firm was consolidated with T. J. Dunn & Company several years ago, he became the head of the manufacturing department.

Neither Mr. Werner nor Mr. Davis have divulged their plans, as yet, for the future.

CHARLES S. MORRIS & COMPANY LIQUIDATE

After a business career covering a quarter of a century the widely known firm of Chas. S. Morris & Company is being liquidated. Mr. Morris died more than a year ago, and since then Fred Winkler, the partner, has had the entire responsibility of the business on his shoulders. The trouble of the past year brought Mr. Winkler to the decision to close up the business.

The firm's rights and titles to their leading brands, including "La Integridad," "Cast Vista," and others, have been purchased by the concern's traveling salesman, Henry G. Alces.

SWITZERLAND ORDERS FLORIDA CIGARS

Tarpon Springs, Florida.

The Suarez-Capitano Cigar Company has received an order from far-off Switzerland for more than 2,000 cigars, the first order ever received by a Florida firm, it is said, for that country.

TOBACCO GROWING IN AUSTRALIA

Recent reports by Government experts in the production of tobacco in Australia would indicate that the industry is making very satisfactory headway and has a promising future.

In Victoria it is reported that there will be a substantial increase in the area under crop this season owing to a guaranty by one of the largest tobacco manufacturing concerns to purchase suitable leaf at prices ranging from 6d. to 2s. 6d. (from 12 to 61 cents) a pound. The Department of Agriculture is also affording encouragement by providing plans for satisfactory curing barns and advising growers generally in regard to proper cultivating, harvesting, curing and grading methods.

In New South Wales the 1919 crop is estimated at 1500 tons and is officially reported to be the best yet grown in the State as regards both yield and color. The yield has averaged 15 to 16 hundredweight (of 112 pounds) per acre, and from present appearances the price will average 1s. 3d. (30 cents) a pound all round.

The consumption of tobacco in Australia is said to amount to 15,000,000 pounds per annum. Expert opinion considers that at least 75 per cent. of this will be grown locally in the near future.

Patents Granted

(Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each. In ordering, give number of patent only.)

No. 1,325,591. CIGARETTE CASE. Charles Thomas, Attleboro, Mass., patentee. Patent assigned to The Thomas Company, Attleboro, Mass.

Patent granted for a cigarette case comprising two dished cover sections, hinge means, catch means, a bezel and integral therewith, an inclined riser adjacent to the catch means, and extension flanges adjacent the case sides separated by a space from the cover section and the riser.

No. 1,325,894. CIGAR LIGHTER. Charles Frederick Larsen, Chicago, Ill., patentee.

This patent is for a pocket lighter comprising, as co-operating parts, a fuel-holding casing and a cap mounted on the casing for right-line sliding movement and freely separable from the casing, one of the co-operating parts being provided with a pyrophoric element, and the other of the co-operating parts being provided with a striker co-acting with the pyrophoric element when the cap is removed from the casing, the lighter being characterized by the fact that the pyrophoric element and the striker are located on the outside of the respective parts.

No. 1,326,070. COMBINED SMOKER'S CASE. Wilfred P. Lewis, St. Louis, Mo., patentee.

A patent for a device as described, comprising a receptacle, a partition plate hinged upon one side wall of the receptacle, a flange on the bottom edge of the partition bearing upon the bottom of the receptacle, the free longitudinal edge of the flange being engagable against the adjacent end wall of the receptacle whereby to define a compartment, the free end of the flange being beveled to permit swinging movement of the partition into the compartment forming position.

No. 1,320,434. CIGAR BOX HOLDER AND LID CLAMP. William H. Witt, Petersburg, Va., patentee.

Patent awarded for a holder made of a single length of wire, the wire being bent to provide two parallel portions adapted to clamp a cigar box and its opened lid between them, a coil forming a handle, and a portion extending transversely to the coil.

No. 1,326,215. IGNITION SYSTEM AND CIGAR LIGHTER. Rex W. Sencenbaugh, Washington, Ill., patentee.

Patent for a cigar lighter combined with a manually-operated device carrying a vapor or gas, and a transformer arranged for connection with a current of high voltage, adapted for producing a current of a lower voltage, and windings connected with the low-voltage side of the transformer.

No. 1,326,547. TOBACCO CLEANER. Benjamin E. Teale, Richmond, Va., patentee. Patent assigned to British-American Tobacco Company, New York, N. Y.

Patent granted for the combination with means for producing a shower of tobacco of cleaning means, including rotary-propelling mechanism positioned to intercept and adapted to act upon the shower of tobacco to drive its heavier and lighter parts along different trajectories and thereby effect their separation.

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

HELMAR
TURKISH CIGARETTES

EVERY mail brings us the strongest voluntary indorsements of Helmar.

Not because they are Helmar — but because Helmar is 100% pure Turkish Tobacco — the Mildest and Best tobacco for cigarettes.

"Bundle" cigarettes, to be sure, contain a "dash" of Turkish — but a "dash" of Turkish, compared with 100% pure Turkish, is a joke.

We are talking plain but it's the Truth.

Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 85 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

1919 TOBACCO REPORT FOR GREECE

On account of dry weather during harvest time, together with a decreased acreage, the tobacco crop of Greece has proved smaller than was anticipated; on an average, it is thought that perhaps a 35 to 40 per cent. diminution will be registered. The crop is now (November 8) estimated to be as follows: New Greece, 5,643,400 pounds; Old Greece, 6,348,375 pounds; other points in Peloponnesus, 564,300 pounds; Aetolia, Attica and Thessaly, 25,634,900 pounds; Epirus and adjacent provinces, 6,900,200 pounds; Eastern Macedonia, 12,107,200 pounds, making a grand total estimated for all Greece, of 57,198,485 pounds. Much of the old crop was still on hand in the Peloponnesus, hence the small crop.

The crop of eastern Macedonia gave much more satisfactory results than that of other portions of Greece, being helped by timely rains.

The export duty on tobacco has now been repealed by the Greek Government. In addition to this, 50 per cent. of the export tax paid on recent shipments may be returned to the payer if the goods were in transit on or before June 3, 1919.

The tobacco growers demand high prices on account of high wages and labor difficulties, increased costs of sorting, etc., which are in turn based on increased cost of living, general throughout Greece. Purchasers, on the other hand, are not disposed to pay prices which are, from the standpoint of the grower, minimum; and are turning to the recently opened markets of Bulgaria, Turkey, etc., where, owing to extremely favorable exchange, prices are much more in the buyer's favor. In Old and New Bulgaria there is estimated to be on hand for disposal a supply of tobacco reaching up to perhaps 88,000,000 pounds. Certain purchases have been made in Greece for delivery in the Netherlands, Switzerland and Belgium, doubtless with the idea of re-exporting this tobacco to Germany. Egypt has been a good market in the last few months for Thessalian tobacco, since Egypt at present supplies Arabia, Palestine, Mesopotamia, and other countries now under English occupation or protection.

Prices, which are constantly fluctuating, were, at the end of October, as follows:

	Price per pound
For Samoa, Mitylene, Chios, Lemnos, and other Greek-island tobacco, including Amorgos, Poros, Naxos, Myconos, Tenos and Neos,	$0.41–$0.55
Argolis,	.27– .34
Serres, Drama, Cavalla,	.83– 1.23
Saloniki, Ekaterini,	.34– .54
Attica-Beotia, Thessaly, Phthiotis,	.41– .68
Epirus, Jannina, Arta, Preveza,	.54

Arrangements have been completed in Singapore on behalf of a large tobacco-producing company of Medan, Sumatra, for the shipment of the balance of the 1918 tobacco crop, the value of which is stated to exceed $25,000,000. It is expected that 22,500 tons of the product have been shipped to Holland by the end of December, 1919.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR AND CIGARETTE TRADE OF SUMATRA

The war and difficulties of transport have brought about important changes in the origin of the imports of cigars and cigarettes into the Sumatra East Coast. Before the war and, in fact, up to 1917, the best cigars were Dutch, although the mother country did not rank first in the quantity of cigars imported. Penang holds the premier place, but Penang is, of course, only a distributing point and not a producer.

For the years 1915 to 1918, the four leading countries of exportation of cigars to the Sumatra East Coast, were Netherlands India, Netherlands, Penang and British India.

The total quantities in pounds received during these periods were 1915, 143,660; 1916, 270,825; 1917, 234,335; and 1918, 929,657. During the first six months of 1919, 122,791 pounds were imported, the countries of origin not being stated.

There was a very large increase of cigars from Netherlands India (Java) imported into Medan, and the reason appears to be that as it was found impossible to bring out cigars from Holland, they were made in Java, and with some considerable degree of success. They were not equal to the Holland brands, but nevertheless they became quite popular. It is not thought, however, that these cigars will be produced in the future in the same large quantities. The United States is not listed as having any share in this trade, and the quantity of cigars from the Philippines was small.

Regarding the trade in cigarettes, the countries of origin are generally quite different from those of cigars, Singapore holding first place by a large margin. Singapore, however, is only the distributing point. The actual country of origin is not stated in the Belawan (Medan) customs returns, but probably Great Britain was the chief source of supply.

The United States ranked second in 1918 and third in 1917. The cigarettes from Java are chiefly for the native population, and are very roughly made. The total imports (in pounds) for 1915 were 500,332; for 1916, 588,845; for 1917, 761,846; for 1918, 1,037,610. The imports for the first six months of 1919 were 501,133 pounds.

TOBACCO MANUFACTURING IN IRELAND

In Belfast, Ireland, the local tobacco manufacturing suffered from the shortage of raw material caused by the Government restrictions limiting the import of tobacco leaf to one-third of a normal year's supply. The handicap thus placed on manufacturers was increased in the case of the Irish firms by the delays which often occurred in getting their stocks of leaf forwarded from Liverpool or Glasgow. Sometimes these delays, caused by congestion at the warehouses at the ports mentioned, extended to months. Raw leaf cost six or seven times prewar prices, and with the Government duty upon it increased to 8s. 2d ($1.98) per pound prices to the consumer were abnormally high. The position as regards stocks would have been far worse but for the efforts of the Tobacco Control Board, which proved efficient and useful to the trade; yet it was impossible to prevent a serious shortage during the war, at times approaching an absolute dearth as regards some classes of tobacco and cigarettes.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLOR DE GIBSON:—41,531. For cigars and cigarettes. December 19, 1919. Gottstein & Kaplan, Brooklyn, N. Y. Trade-mark claimed to have been in use for about fifteen years, when it was first adopted by Louis Eischl, New York City, from whom title was derived by registrant by a transfer, dated December 4, 1919.

EL RENO:—41,532. For cigars. December 26, 1919. Pasbach Voice Litho. Co., New York City. Trade-mark acquired by registrant by a transfer from the prior owner, dated December 23, 1919.

TAMPA SQUARE:—41,533. For cigars. November 28, 1919. Greenwood & Co., Savannah, Ga.

MELLO PUFFS:—41,534. For cigars. December 10, 1919. Harry Green & Co., Inc., San Francisco, Cal.

VELVET PUFFS:—41,535. For cigars. December 10, 1919. Harry Green & Co., Inc., San Francisco, Cal.

BANKERS CHOICE:—41,536. For cigars. December 31, 1919. John J. Mauser, Sanford, Fla. Registrant claims to have been using title for eight years.

WILL-O-WISP:—41,541. For all tobacco products. December 1, 1919. Hartman Pacific Co., Inc., New York City.

FOUR OF A KIND:—41,542. For cigars. November 10, 1919. Earl D. Koontz, Monona, Iowa.

MARILYN MILLER:—41,543. For all tobacco products. January 2, 1920. Bernard Lett, Boston, Mass.

PACDEL:—41,544. For all tobacco products. January 2, 1920. Hartmann-Pacific Co., Inc., New York City.

VERONA:—41,547. For pipes, tobacco pouches, cigar and cigarette tubes, and smokers' articles of all kinds. January 2, 1920. A. Oppenheimer & Co., New York City.

SYNCOPATION:—41,550. For all tobacco products. January 6, 1920. American Box Supply Co., Detroit, Mich.

SAMBO JACKSON:—41,553. For all tobacco products. January 5, 1920. Schwarzkopf & Ruckert, New York City.

KA-WOOD:—41,555. For all tobacco products. January 8, 1920. Ka Wood Tobacco Co., Inc, Newark, N. J.

TORO:—41,559. For cigarette papers and cigarette paper books. January 6, 1920. Max Spiegel & Sons Co., Inc., New York City.

TAMPA JOHN:—41,560. For cigars. January 8, 1920. John J. Mauser, Sanford, Fla. Registrant claims to have been using title for over ten years.

BABBLEBROOK:—41,561. For cigars. December 13, 1919. Thos. F. Dempsey, Windsor Locks, Conn.

MOMONEY:—41,562. For cigars. December 13, 1919. Thos. F. Dempsey, Windsor Locks, Conn.

TRANSFERS

ADVISOR:—25,225 (Trade-Mark Record), August 21, 1901; No. 21,678 (Tobacco Leaf), August 15, 1901; No. 24,541 (Tobacco Journal), August 15, 1901. For cigars. Registered by George Schlegel, New York City. Tranferred to T. J. Dunn & Co., Philadelphia, Pa., and re-transferred to Jacobowitz Bros., proprietors, Hudson County Tobacco Co., Jersey City, N. J., November 7, 1919.

LADY BYRON:—14,442 (Tobacco Journal). For cigars. Registered June 9, 1892, by Heyman Bros. & Lowenstein, New York City. By several transfers was acquired by American Box Supply Co., Detroit, Mich., and re-transferred to J. W. Minnich, Son & Co., Dallastown, Pa., December 24, 1919.

MAJOR HENRY GLADWIN:—19,261 (Tobacco Journal). For cigars. Registered July 26, 1897, by Calvert Litho. Co., Detroit, Mich. By various transfers was acquired by A. E. Wallick, York, Pa., and re-transferred to American Box Supply Co., Detroit Mich., December 26, 1919.

GENERAL HENRY GLADWIN:—19,331 (Tobacco Journal). For cigars. Registered August 18, 1897, by Calvert Litho. Co., Detroit, Mich. By various transfers was acquired by A. E. Wallick, York, Pa., and re-transferred to American Box Supply Co., Detroit, Mich., December 26, 1919.

JAVA BLEND:—28,411 (U. R. B.). For cigars, cigarettes, cheroots and tobacco. Registered October 31, 1913, by Joseph Weinreich, Dayton, Ohio. Transferred to American Box Supply Co., Detroit, Mich., December 26, 1919.

EL FUSARO:—31,801 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered June 11, 1906, by F. A. Wadsworth, Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich.

GEORGE HEWES:—29,811 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered June 14, 1902, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by the Moehle Litho. Co., Brooklyn, N. Y., successors of O. L. Schwencke Litho. Co., to Herman L. Rosenberg, Cleveland, Ohio, October 24, 1919.

SHRINE:—12,413 (U. S. Tobacco Journal), June 2, 1891; No. 22,350 (Patent Office), January 17, 1893; No. 12,455 (U. S. Tobacco Journal), (The Shrine), June 13, 1891. For cigars. Registered by B. Wasserman, New York City. Transferred to B. Wasserman Co., New York City, November 15, 1902, and re-transferred to Joseph R. Isaacson, Grand Rapids, Mich., January 2, 1920.

FRIEND O'MINE:—41,023 (T. M. A.). For all tobacco products. Registered March 18, 1919, by Florida Cigar Making Co., Jacksonville, Fla. Transferred to M. Abood Cigar Manufacturing Co., Jacksonville, Fla., November 15, 1919.

THE TRILLIONAIRE:—40,584 (T. M. A.). For all tobacco products. Registered February 7, 1918, by Florida Cigar Making Co., Jacksonville, Fla. Transferred to M. Abood Cigar Manufacturing Co., Jacksonville, Fla., November 15, 1919.

JUDGE COOLEY (originally used by E. Vallens & Co., Chicago, Ill.). For cigars. By various transfers acquired by A. E. Wallick, York, Pa., and re-transferred to American Box Supply Co., Detroit, Mich., December 26, 1919.

JUDGE THOMAS M. COOLEY:—15,705 (Tobacco Leaf). For cigars. Registered September 13, 1898, by John E. Doherty, Detroit, Mich. By various transfers acquired by A. E. Wallick, York, Pa., and re-transferred to American Box Supply Co., Detroit, Mich., December 26, 1919.

B. Z. B.:—26,983 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered March 31, 1903, by Otis Litho. Co., Cleveland, Ohio. Transferred to Harry Baruch, Brooklyn, N. Y., December 26, 1919.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

25TH ST. COR. OF 11TH AVE.
NEW YORK

CIGAR LABELS - CIGAR BANDS

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9051 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirement.
17 Rose Street, New York
Telephone, Beekman 9051

STERN PATENTED CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
129 Fifth Avenue, New York
SELLING REPRESENTATIVES
E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 3

The TOBACCO WORLD

FEBRUARY 1, 1920

—An Announcement—

NUMBERED as we are among the largest lithographic concerns specializing in Cigar Bands, Cigar Labels, etc., those cigar manufacturers with whom we have not had the pleasure of doing business will be particularly interested in the following announcement:

We are about to enter new quarters so thoroughly and completely equipped that we will be able to almost double our already large production.

Therefore, we can offer our personal assurance that we will be able to furnish cigar manufacturers with the highest grade workmanship, prompt deliveries and the lowest possible prices.

Superbly equipped to meet your every demand, we earnestly request an opportunity to submit estimates on your 1920 lithographic requirements.

A line from you will bring a representative either from our nearest branch or from the home office

11th Ave. Cor. of 25th St.,
NEW YORK CITY

and he will promptly furnish you with such information and quotations as you may desire.

We take this opportunity to extend our sincere thanks to those friends and customers who have made our present success possible, and we hope that we may in the future, as in the past, enjoy a liberal share of their patronage.

Very Respectfully
PASBACH-VOICE LITHO. CO. Inc.
J. A. Voice
Secretary and General Manager

CIGAR BANDS—CIGAR LABELS

SMOKING Velvet is a lot like golfing. Either you know nothing about it or else you're a plumb crank on the subject.

Velvet Joe.

"When a fellow needs a friend"

WHEN a fellow needs a friend, Velvet is the only and original "side kick."

Cram a load of Velvet in your pet pipe. And you're off! Let the bright sunshine of old Kaintuck get down next to "where you live."

You never smoked a milder tobacco than Velvet and you never will. They don't come any milder. You never tasted a mellower, fuller flavored tobacco than Velvet. There isn't any.

And what's the reason, what's the reason?

Velvet is the mild fragrant "heart" of ripe Kentucky tobacco. And it's *aged, aged, aged!* Two years in wooden hogsheads. Ever heard of aged-in-the-wood mellowness? That's it.

Just because Velvet is mild don't think it isn't full of real "tobacconess." Because it is. Velvet is as full of life and go as Broadway on a busy day.

And smooth? You just bet you! Smooth, smoother, smoothest!

Liggett & Myers Tobacco Co.

America's smoothest tobacco

On 30 Days' Trial

Wolverine CIGAR MACHINES

$25.00 **WOLVERINE BUNCH BREAKERS** Reduce Labor Costs and Save 35 Per Cent. of the Binders

BY PREPAID EXPRESS TO YOU ON 30 DAYS' FREE TRIAL

WRITE FOR ONE TODAY

West Michigan Mach. & Tool Co., Grand Rapids, Mich.

Sells wherever sold

MURIEL CIGAR

Pleases whenever purchased

Retailers— Write us for name of nearest distributor

P. LORILLARD CO.

119 West 40th St New York City

John Ruskin ⚜ FLOR DE **MELBA**

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

8c.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. R. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBERG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 138th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

NEW YORK FACTORY moving; has for sale its equipment for 150 men A-201, care of "Tobacco World."

FOR SALE—Ten New Ludington Cigarette Machines, with Automatic Feed Communicate with Box 323, care of "The Tobacco World."

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

WILL PURCHASE editions of discontinued cigar labels or cigar bands for cash. No amount to large or too small. Box A-200, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 February 1, 1920 No. 3

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
10c TOBACCO

© Guaranteed by
The American Tobacco Co.
INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

Chesterfield
THE WELLBORE PIPE

If you want the pipe which is known for dependability and economy you can do no better than to stock up with

Chesterfield

the pipe with the well—made well—and at a price to sell with profit to you.

KAUFMANN BROS. & BONDY
33 EAST 17TH ST. NEW YORK

Mechanical Facilitating Devices Have Proved Their Worth to Cigar Manufacturers
USE THIS

Automatic Long Filler Bunch Machine

Enables Manufacturer to Make Uniform Bunches With Unskilled Labor and Does NOT Require a Bunch Maker.

Two Inexperienced Girls Can be Taught to Operate This Machine and Should Become Proficient After a Few Days' Practice.

This Means a Greater Production and An Attractive Saving in Costs.

Easy and Inexpensive to Operate.

Adjustable to Light or Full Bunches.

Catalogue Sent Upon Request to Any Interested Manufacturer

Colwell Cigar Machine Co., Inc.
131 Washington Street **Providence, R. I.**

Volume 40

THE TOBACCO WORLD

Established 1881

Number 3

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, February 1, 1920 Foreign $3.50

And Now "The Nineteenth Amendment Shoves A Saintly Nose Above The Horizon"

ONE year ago, February 1, 1919, "The Tobacco World" printed an editorial with the above heading. It is just as applicable today as it was then. One year has elapsed and the trade is not much better organized than it was twelve months ago. True, the Allied Tobacco League of America has been formed and work begun, but only begun. At the present rate of procedure it will be a long time before the tobacco trade is fully organized. Meanwhile, the "antis" continue their work in legislatures and in Congress.

We see no reason whatever to devote space to the denunciations of notoriety-seeking clergymen and others. There is nothing in answering abuse with abuse. Nor is there anything to be gained by having a minister rise in his pulpit and proceed to read to his congregation what some tobacco trade paper had to say about his sermon against tobacco a few Sundays previous.

Let us devote our space to constructive work in organizing the trade along defensive lines, and extending the work to the consumer field.

Win the smoker to withhold his vote from any man running on any ticket for either legislature or Congress who has not stated his stand on tobacco and its use. The legislatures were packed on the anti-liquor vote. In most cases the prohibiton question was not even a plank in their election platform, yet when the question of ratification came up the legislatures in forty-five States voted to ratify. In State after State men chosen to represent hundreds of thousands and millions of people voted to sweep away the rights and personal liberty of millions of constituents.

Today the alleged Eighteenth Amendment is in full force, because most of the men elected to legislatures did not give one particular damn for the wishes of the people who put them there.

The question for the tobacco organizations to answer is how to prevent a similar proposition being put over on them.

Let the trade organizations get after the candidates for legislature and Congress, in the various States, and let us find out where these candidates stand on this vital subject. Let us ferret out those who think to sneak into power on a "say nothing, do nothing" platform, and then when they have reached their objective undertake to influence State and Federal laws inimical to the best interests of the nation. Let us nail these candidates to the mast.

Once we secure this information, then through the cigar stores of the country let the line-up on the tobacco question be handed out to smokers.

It is high time the voters of this country started in to have some say in how it should be run.

If the country has learned its lesson no member of a State legislature will again vote away the personal rights of the voters who put him there without first consulting them. Perhaps the voters will now consider the referendum with a little more interest. It might be a good thing for some States to have.

The ultimate aim of the reformers seems to be the establishment of heaven on earth through the amending of the Constitution of the United States. Aside from the fact that history can show a wonderful collection of failures due to endeavors to regulate morals by law, the proposition listens well.

We fail to see, however, what inducements will be left for the hereafter, if the millenium is to be created by legislation here and now.

We do not fancy the idea of a couple of States like Utah and Arizona, because they do not wish to smoke, compelling the States of New York and Pennsylvania to fall in line. However, if personal rights and liberties, and State rights, have become empty phrases, this very thing can happen.

The smoker is the man to reach and educate. He is the man to determine who will represent him in the State legislature or in Congress, and if he is properly informed he will keep the anti-tobacconists out of power.

There is no question but what the prohibitionists had a good sockful of money to back them from the start to wherever the finish is. And it may be that some man employing thousands and tens of thousands of people thought he was helping the employer of labor and incidentally himself, in aiding prohibition. We believe, however, that if the alleged prohibition amendment is confirmed by the Supreme Court it will constitute a millstone around the neck of the employing class.

Our editorial of one year ago was as follows:

"Apparently the Eighteenth Amendment to the Constitution of the United States is sure to become a part of our Federal laws and the entire country will soon be dependent upon ice cream and grape juice for exhilaration. The Dream of National Prohibition is about to become a Reality.

"We can all look back and remember when such a suggestion caused the author to be looked upon as 'touched,' and therefore sympathized with to some extent. Then there came a time when Local Option was admitted as the privilege of a free people. It became effective in different boroughs and counties throughout the nation. A little later States began going 'bone dry.' Then the liquor interests began to 'sit up and take notice.' They began to get together in real organizations, and they began to spend real money.

"The awakening came too late. Only a few States have the referendum. National Prohibition has swept the legislatures and it seems to be only a few months hence when the seductive cocktail and the exhilarating highball will be only legends to hand to posterity.

"Does the cigar and tobacco trade realize that when the Prohibition forces were being organized the public was continually deluded with the idea that the fight was only against 'hard liquors'? If the distillation of gin and whiskey could be prevented then the country would be safe, is the way the reformers put it. A good many sound-minded people agreed with that and Prohibition got a good toehold. And the next thing they got was a foothold. And then they got a regular Indian stranglehold. And then—Good night!

In one single sweep away goes all forms of intoxicants, not only gin and whiskey but beer and light wines. The sleepers may awaken, but they slept too long. The damage seems to be accomplished.

"We are not alarmists, but the rather satirical editorial in the New York 'Times' on Monday, January 20th, headed 'Article XIX' hides a deep truth. The final paragraph of the editorial explains the underlying thought:

"'Moral suasion will not do. Have our reformers forgotten that people used to "drink" tobacco? It is a brother of drink. It prevents centenarians from taking those exercises with the Indian clubs and parallel bars that are necessary to their health. It is a poison, like alcohol. It is wasteful. What is more and most of all, millions of folks get pleasure out of it. Is America to be a country in which folks are to be allowed to enjoy themselves? Not much. The Nineteenth Amendment shoves a saintly nose above the horizon.'

"The tobacco trade in all its branches should not forget that the forces which accomplished National Prohibition constitute a great organization of unusual power. It is not to be supposed that this organization will disband because one great object has been accomplished. Far from it! There are too many 'professional' reformers who would be out of jobs.

"Does the tobacco trade realize that at the time of the entrance of the United States into the war with the Central Empires that there were laws either passed or pending against cigarettes and tobacco in more than thirty States? The battle against the cigarette is only the stepping stone, just as gin and whiskey was, to the complete elimination or curtailment of the cigar and tobacco industry.

"We do not mean to cry 'Wolf' when there is no wolf, but we hope to awaken the individual tobacconist, the jobber and the manufacturer, and the allied trades, to the very definite menace which stands at the threshold.

"It was all right for the cigar and tobacco industry, when the liquor interests called for help, to hold up its hands with a 'Holier than thou' expression on its face, but if it insists on taking the same attitude as regards the definite battle about to be waged again against the cigarette then it will have ample opportunity to prove its degree of saintliness.

"The tobacco trade needs no more definite warning of what the future holds than the editorial, referred to, in the 'Times.'

"At this moment the situation is very much against the industry for the reason that the reform element has an almost perfect organization. Its propaganda is nation-wide, its lieutenants are in every hamlet and city.

"The tobacco trade leans upon the slender reed of the Tobacco Merchants' Association. Not slender because of the representative firms who constitute its membership, but because of the fact that it is not national in all its branches.

"There must be some organization around which the tobacco trade can rally, and the support must be *definite*. This is not a case of 'let George do it.' This is a case of every single man interested in the tobacco industry 'doing his bit' individually. It is a case of the individual associating with other individuals and working with one great national organization for the growth of a great industry.

"The retailer who figures that the 'United' will fight the battles of the entire retail trade, labor under a delusion. The fact that the 'United' enters the battle unsupported by the independent retailer is, without doubt, a direct prejudice to the cause of the retail trade. The battle for existence cannot be fought by 'chain stores' alone. Retailers from all parts of the nation must present an unbroken front.

"The cigar manufacturer must not try to fool himself into believing that the General Cigar Company and the American Cigar Company can by their mere prestige win battles for the entire cigar manufacturing industry. These two companies standing up unsupported in a movement for the entire trade would only prejudice opinion. Cigar manufacturers from all parts of the nation must get in line.

"We can do no more than suggest that the dealer, jobber, manufacturer, leaf grower and leaf dealer line up their local or State organizations with one national body. A national organization is established. It can do the proper work if supported.

"Without organization one by one State laws will curtail and eliminate profitable business for the entire industry.

"And we blow our own horn to the extent of urging the support of the legitimate journals of the trade. Through them news and information is spread broadcast. Without them the jobber and dealer, and manufacturer, depend on the salesman for their information, and occasionally the viewpoint may not be entirely correct. The broadest vision of the trade is reflected in the trade papers.

"The trade papers stand ready to tell how to form local organizations, how to affiliate with State organizations and the necessary steps to link up with the national trade body.

"This war has taught the lesson of Preparedness, and the cigar and tobacco trade should be prepared for defense at least.

"There is truth in the sentence, 'The Nineteenth Amendment shoves a saintly nose above the horizon.'"

THE POLICY OF CONTINUOUS ADVERTISING

THERE are some cigar manufacturers who, when they have established a certain brand of cigars by advertising, think that it will keep on going, without continuous advertising.

It does keep on going most often backwards.

The General Cigar Company in announcing its "Advertising Plans for 1920" in its house organ says in part: "As you know, the General Cigar Company is committed to the policy of continuous advertising on the brands we manufacture." The cost of advertising has advanced and they have made an appropriation sufficient to meet it, and make their advertising as large in 1920 as it was in 1919.

"Robert Burns," the well-beloved poet, the human-hearted singer of "cakes and ale" and love and the flowers, will be featured largely; and the cigar is worthy to be named for him. However, we are not boosting, but we think it will.

"Little Bobbie," as the name indicates, is a small edition of "Big Bobbie."

"White Owl," was introduced by our "devil hounds" to France and England and Italy, and the same dependable "Owl" of 1919, banded, will keep on hooting.

"Van Dyck," will have local newspaper advertising. It is a very choice brand, first issued in 1919, and is coming along finely. Also "Tom Moore," and "Tom Keene," and "Joan of Arc" and "Little Tom."

We hope other cigars will not get jealous; there are plenty of favorites, but we think that these will prosper greatly because, as the manufacturers say, they are committed to the policy of *continuous* advertising.

LOUIS A. BORNEMAN DEAD

Louis A. Borneman, long prominent in the leaf tobacco business in New York City, died on January 19, after a long illness, from acute kidney trouble. He was fifty-seven years old. He was a member of the firm of Mendelsohn, Borneman & Company, 196 Water Street, New York City, who were large importers of leaf tobacco from Havana and Porto Rico.

When the firm was consolidated with the Stern-Mendelsohn Company, on the first of the year, Mr. Borneman retired from business.

Mr. Borneman's home was in East Orange, N. J. He was high in the Councils of Masonry and a Noble of the Mystic Shrine.

HENRY GOLDMAN DEAD

Henry Goldman, of the firm of Goldman & Walter, died suddenly in Philadelphia on January 20. Mr. Goldman was formerly connected with the cigar business in Baltimore, and was widely and favorably known in the cigar trade of this section. The comparatively new firm was making very favorable progress. Its factory is located at 1729 North Randolph Street.

Alleged communications from the spirit world are to the effect that in that land there are no limitations on the alcoholic contents of beverages. But before singing "Oh How I Long to Be There," it will be well to bear in mind that Mr. Bryan has not arrived there at this writing.

NEW MANUFACTURING RULING

CIGAR manufacturers will be interested in the announcement that the Department of Labor and Industry of the Commonwealth of Pennsylvania will hold public hearings on a proposed ruling relating to the practise of bringing the cigar in contact with the mouth in the course of manufacture. These hearings will be held before the Safety Standards Committee of the Industrial Board, as follows: William Penn Hotel, Pittsburg, Tuesday, 10 A. M., March 2, 1920; Hotel Casey, Scranton, Wednesday, 10 A. M., March 3, 1920; Hotel Bellevue-Stratford, Tuesday, 10 A. M., March 4, 1920.

The committee of the Industrial Board says:

"The need for the attached rule, H-001, prohibiting the practise of bringing the cigar into contact with the mouth in the course of manufacturing, has been proved beyond a reasonable doubt as necessary to safeguard the health of the worker. It is, therefore, the duty of all those whom this rule may effect, providing objection is found to its observance, to present their views in person, or by brief, at any or all of the public hearings before the Safety Standard Committtee."

Following is the proposed ruling:

"Rule H-001. As the practise of bringing the cigar into contact with the mouth in the course of manufacture is detrimental to the health of the worker, the practise is hereby prohibited."

NEW OFFICES FOR "UNIVERSAL"

The Universal Tobacco Machine Company, whose factory is located at 98-104 Murray Street, Newark, N. J., having outgrown its present New York offices at 79 Fifth Avenue, will move on February 1st into new quarters at 116-120 West Thirty-second Street, New York. The company, in its new location, is looking forward to an enlarged phase of usefulness in its service to cigar manufacturers, and extends a hearty invitation to call for an informal chat. The new telephone number is Chelsea 4752.

LOWER RATES SOUGHT ON COTTON CLOTH

Washington, D. C.

A petition for lower rates on cotton cloth for the covering and protection of young tobacco plants has been submitted to the Interstate Commerce Commission by the Cannon Manufacturing Company, of Concord, N. C. The company has for many years shipped tobacco shade cloth from Concord to points in the Connecticut Valley in Connecticut and Massachusetts, using a combination of several railroads for the purpose. It is claimed that the combined charges of the roads used are more than the through rate would be and the commission is asked to award the company reparation for the excess charges paid.

C. L. L.

Paul Shoup, vice-president of the Southern Pacific, commenting on railroad legislation by Congress, says that what the people want is service. Men are sent to Congress, supposedly, to give the people what they want, but they seem to lose interest after they get there.

TRADE NOTES AND NOTICES

John Swisher & Company, after experimenting with a number of mechanical facilitating devices, have placed an order for Yankee Bunch Machines.

The United Cigar Stores Company has leased the old Eastern Hotel at South and Whitehall Streets, New York City. The names of P. T. Barnum, Jenny Lind and many more notables are on its register.

Bernhard Scholle & Company, of New York, and the Wachovia Bank and Trust Company, of Winston-Salem, N. C., are offering $1,000,000 seven per cent. cumulative preferred stock of the R. J. Reynolds Tobacco Company.

N. C. Petty & Company, of Paducah, Ky., wholesale tobacco dealers, have incorporated with a capital of $25,000, and a limited indebtedness of $50,000. The incorporators are N. C. Petty, Samuel McCall, A. M. Nugent, W. B. King and Edna Martin.

M. F. D. Scanlan, importer of Manila cigars, of Wayne, Pa., after an extended trip to the Philippine Islands, has returned, much to the gratification of his numerous friends, who appreciate his genial humor and hearty good will.

George Roosevelt, formerly with the editorial staff of "Tobacco," has joined the editorial department of "Advertising & Selling." Mr. Roosevelt is a thorough and hardworking young man, and "The Tobacco World" extends its best wishes to him in his new position.

J. N. Widdifield, formerly with the Cole Lithograph Company of Chicago, has joined the sales force of the American Box Supply Company, Detroit, Mich. Mr. Widdifield is well and favorably known in the cigar manufacturing industry, and his many friends wish him continued success with his new connection.

The Montgomery Cigar Company has been incorporated at Dayton, Ohio, with a capitalization of $200,000, with offices at 815 East Fifth Street. The incorporators are Carl Ruge, Samuel Schapiro, Frank S. Breene, and Albert Chotmer. The company has a branch at Newark, Ohio.

Henry A. Voice, representing the Pasbach-Voice Lithographing Company, has recently returned to the New York offices after a trip through Maryland and Eastern Pennsylvania. Mr. Voice states that business is unusually good, and that he secured a number of orders for his firm. He commented on the fact that cigar manufacturers are beginning to realize the importance of placing their orders for lithographic supplies well in advance.

The United Cigar Stores Company have leased the entire four-story building at the southwest corner of Sixth and Market Streets, Philadelphia, for a long term of years.

The C. C. Snyder Cigar and Tobacco Company, of Birmingham, Ala., has increased its capital stock $50,000, making a total capitalization of $250,000. They have also completed the organization of their New Orleans house, which will cover the State of Louisiana and Western Mississippi.

The Superior Tobacco Company, Incorporated, is a recent New York City concern, incorporated with a capital stock of $60,000. The incorporators are L. Manfred, N. Singer and J. Zvirin.

The "Modern Merchant" says "there is a place prepared for a food administrator who tries to make grocers sell goods without a profit." If he goes with the rest of the administration, he will get there, whatever else he does.

The Seventh National Foreign Trade Convention will be held in San Francisco, Cal., May 12-15, inclusive. It is not too early to prepare for it, and interesting information regarding it may be obtained from Headquarters, 1 Hanover Square, New York City.

The National Cigar and Tobacco Company has been incorporated at Charlotte, N. C., with a capital stock of $50,000, by Thomas Tolbert, R. B. Tilley and C. A. Duckworth.

The January issue of "The Burning Question," the house organ of the General Cigar Company, has an engraving of a very handsome and graceful loving cup, presented to Mr. Fred Hirschhorn, president of the company, on his forty-ninth birthday anniversary on December 22, 1919, by his associate officials.

The A. Hussey Leaf Tobacco Company of New York, Chicago and St. Louis, has sent us a very handsome and artistic calendar, picturing a fair and blue-eyed maiden in a rainbow mist. Last year they sent "Gaby Deslys" without any mist and from 28 to 31 dates. Such calendars as these give a year's pleasure to the recipients.

E. B. Hauenstein, of Lincoln, Lancaster County, Pa., the well-known packer and dealer of Pennsylvania tobacco, has just finished sampling his large holdings of 1918 crop, and experts claim it to be of fine quality. This concern was established in 1870, and has always been known to pack only the very highest grades. He does a very large business direct with the manufacturers all over the country.

Dear Jim. Bizness is good selling cigars and tobaco. Hows everything in the drug bizness Jim? Is old Pinkvill as livelie as evver? You kno what I meen. I hait to nock the old town but its shure a semmetary town all rite.

Bob, our hed sailsmun askt me to go over to Murphys store today and get sum kind of cigarets he rote on a peece of paper. He had to hav em rite away. Bob is the best feller in the store. I woodent hurrie a step for thatt Persy, the gazabo that tries to boss me around so much.

Murphys is a store down town a ways aeros the strete and we go there sumtimes for enneighthing we want when we are out of it and they cum back and get things from us like that. The boss says its a good thing to be frendly and accomodating with sum other deeler soze you can help one another sumtimes and heze frendly with all the other fellers in the cigar bizness enneighway so he dont hav enneigh scraps and they dont get mad and cut price at one another.

Wel whats the good of a cuppel of fellers being sore at eech other all the time just becaws theyer in the saim bizness. You kno how thoze 2 druggists in Pinkvill are always quarreling.

Wel I went in Murphys and handed the peece of paper to a gink behind the counter. Heze the one that generully wates on me and Ime glad we dont hav enneigh such feller in our store. Heze worse than Persy.

He lookt at the paper and turned around and hollerd to the boss who was talking to a customer in the back of the shop, "George hav we got enneigh Kleeopatrahs to spair?" Now what do you think wood happen Jim if you or me called our boss George like that. Of coarse his name aint George, but if it was.

Say if enneighboddy in our store called the boss by his first name like that, good nite! Yourd looze your job and you woodent get enneigh 2 wekes notis eether. I aint throwing enneigh bokays at my boss. Heze the guy that put the ouch in grouch all rite sumtimes, but heze got sum good ideeahs.

He cum in from lunch one day when Persy was tellefoning and he herd Persy say, "How dyou get that way?—What!—Nope, nothing doing! We aint got enneigh today enneighway. G'by."

He diddent kno who Persy was talking to and he diddent care. As soon as heed hung up the reseever he told him to cum into the offis. So I went and stood rite neer the dore and cood heer him telling Persy that he diddent want enneigh more of that ruf stuf over the fone. "You got to can that ruf stuf," he sed. "I want everyboddy that calls up this place to be ansered in a gentelmunly way. Just cut out that old back lots languig and treet em rite. Mebby you can get by with that old army talk on the strete but when your in the store put up a bluf enneighway at being a gentelmun. This talking over a fone aint the same as telling it to their faces when they see how you look and everything. I dont care who it is or what they went, be polite to em. Get me?"

I dont kno what more he sed but I gess he sed an eerful all rite and Ile say he was rite at that, Jim. You can bet I aint going to taik enneigh chanses when I fone, whether the boss is in site or not and dont buleve Persy is going to maik that brake agen becaws when he cum out of the offis I thru a empty cigar box at him and he never peeped. I gess he wassent looking for enneigh trubbel just then. He dont generully kno when heze had enuf of enneighthing, but mebby he knoze when heze balled out.

Ive got instruckshuns when I aint doing enneighthing else to be doreman. I stick around by the front dore and open it for customers to go out and in and when enneighboddy drives up in frunt I go out and see what they want and I bring it out to em or send out one of the other sailsmun. Sumtimes they come with a horse and generully with an automobeel but I had to hold a horse for two fellers one day while they went in and got smoaks and the horse tride to step on me and it bit out a mouthful of my hair. I gess I must look purtie green, eh Jim. Wel I aint as green as I look if I do cum from Pinkvill. Howse the old town enneighway, Jim?

But Ile say when Ime the dore-man they dont enneighboddy roll up in frunt and not get enneigh service. Ime rite there every time. I dont keep em waiting. I dont hav enneigh trubble with hookworm or sleeping sickness. Our familie is all alive, not ded from the neck up like that Persy. When Ive got sumthing to do I do it on a jump. Ime that way, and the best of it is I aint conseeted about it eether.

This morning a young fellow and a jane with him cum along in one of those chane store tomatoh can automobeels all cut low in the neck till it lookt like a sporting moddel. It was the automobeel not the jane that was a sporting model. And I went out and he sed "Bring me a pack of Niles, boy." Say, how dyou like to be called Boy? But what you going to do about it? I suppose the munny is just as good.

I went in to get the Niles and asked Josey for em. Josey is anuther one of our gentelmunly sailsmen. He admits that heze got it all over the rest of the bunch for looks, and dreesie! Youd think every day was his wedding day. I gess heze keeping in training so if he ever catches Dazie our exqwisit stenografer when sheze discurraged about getting the boss sined up for a sail in the dismul swamp of mattrimoney, he can lede her to the alter without having to go home and change his togs—thats what he calls his close, togs!

Wel Josey sed heed taik out the Niles. It was raining so I diddent care. He went out and on the way he droppt the packig in the wet on the sidewalk and he pickt it up and handid it to the jane to hand to the feller and she saw the packig was wet on one side and took hold of it kind of careful. The feller he lookt it over like he was going to kick but he diddent and he handid over the price and sed "Got enneigh maches?" "Yep," Josey sed. "We got matches at a cent a box."

Gee the tomatoh can sport lookt mad then and he sed "Do you meen to tel me that you cant afford to give a man a match or two to light the smoaks he buys of you. Heer, taik your dam cigarets!" and he started the car off and thru the cigarets at Josey as he went and diddent wate to get his munny back or enneighthing. I was watching from inside. Then the boss happened along and saw Josey picking up the cigarets and I wundered what wood happen.

And I diddent haf to wunder long becaws it seems the boss had saw it all and he was purty hot under the coller and he told Josey to cum into the offis and I winked at Josey as they went by and the boss saw me and he sed "You cum too, yung smartie."

I dident want to go for enneighthing but I diddent tel him so. I went. Then the boss sed "I want you boys to understand that the thing weer heer to give fokes is service with a big S. Get me! Mebby we do sel maches for a sent a box. I dont care if theyer a dollar a pees. When a man buys sumthing to smoak see that he dont haf to ask for matches or lites. If he wants to use a mach insted of a liter, give him a mach. They mebby do cost munny but Ive got the munny and they dont cost you enneighthing but a littel time and Ime paying for that too.

"Bill, when you taik enneigh smokes out to a man in a car, taik sum maches out with you, so youll hav them whether he asks for em or not. Offer em along with the smoaks. We dont have no cigar liter out by the cerb."

There was more about it and the boss is sum talker when he gets started, buleve me. He can tell it to a feller so it sinks in. Wel, we was a littel mad at first, but he grajually cheerd up and finully he sent us away with a smile and now you can bet Josey and me, we dont forget to give fokes a lite of sum kind.

Mebby you can use that ideeah in the drug bizness, eh, Jim? Purty soft you have it, Ile say. Youd ought to be in a cigar store a day or 2 and see what its like to be bizzy.

Over the ressyvawer, from

BILL.

Making the Most of Magazines

By Clarence T. Hubbard

At least seven out of every ten independent cigar and tobacco stores *carry* magazines. But how many out of this ratio *sell* magazines? This is not to infer that seven out of every one of these ten stores that carry magazines do not make it pay. No doubt, nearly all the cigar stores handling periodicals make it pay—but the point is, how many make it pay worth while?

Possibly the tobacconist has not thought it possible to build up buying response for magazines other than in carrying a complete stock and having it well displayed. But it is possible and practical. The same amount of thought and effort as applied to the building up of cigar and candy trade can also, if connected with the development of a magazine business, bring about excellent results.

A barber in Connecticut recently doubled his income by outfitting the front part of his shop with an up-to-date cigar department. Then he helped reduce its overhead by adding playing cards, boxed candy and other sundries for sale with the ultimate outcome of moving his tonsorial equipment entirely to the rear so that he could devote his major efforts to the development of his new venture. After awhile he also added magazines and newspapers to the benefit of a further reduction in overhead, and now his place does quite a flourishing business in all lines.

First of all, he built up his magazine and newspaper following by arranging to carry the most complete assortment possible of fiction and non-fiction magazines. He made a specialty of featuring magazines of a humorous trend—"Life," "Judge," "Film Fun," "Funnybone," "Brooklyn Life," "Town Topics," and many smaller magazines of that sort. These he did not hang up by fastening them on strings with clips. He arranged them in neat wooden racks, taking care that the name of each magazine showed prominently. He did not keep these magazines outside, but arranged them neatly inside. The newspapers he did keep outside, having them maintained in a wooden rack right by his door entrance.

This arrangement to many magazine sellers might seem sufficient, as it might be expected the periodicals would do the rest by attracting attention and selling themselves. No doubt they will. But this live business man didn't stop here—he wanted to sell the largest volume possible—to make it pay and pay good! He did.

Some of his helpful plans are herewith explained. In connection with his magazines he had a neat sign painted on which he listed the name of every magazine he carried and the approximate date when the magazine was due for its monthly or weekly appearance. This created a habit among his customers of looking for certain magazines at certain dates which further cemented his possibilities of getting the sale. This placard is fastened on the right side of his rack and is quickly seen upon entrance to the store.

On the opposite side of the rack, the left side, he

(Continued on Page 16)

A Bigger Playing Card Year than even we expected!

WHEN announcing our 1919-1920 advertising campaign to the trade last fall, we made the claim that this was going to be the strongest, most interesting and most helpful campaign we ever put on.

We based this opinion on the fact that we intended to use bigger space in better publications, and also on the fact that we believed the advertisements themselves were better—that they would attract more attention and produce better results—than any we had ever used.

Now that several of the advertisements have appeared, we are able to check up our judgment with actual figures. And we find that the results are exceeding even our most optimistic hopes.

Take the first advertisement, for instance. Even before it had appeared in all the scheduled publications, this advertisement caused more people to send for "The Official Rules of Card Games" than any single advertisement we have ever used. It pulled almost one-third the total number of inquiries received from our entire campaign of last year. And all the other advertisements are meeting with equally satisfactory results.

This response to our advertising means much more to dealers than that our advertising is good and the mediums right. It means that the public is interested in card playing NOW more than ever—that more people are playing cards, and playing oftener—and, more important, that they are buying more playing cards—MORE BICYCLE PLAYING CARDS.

It's up to YOU to cash in on this condition—to see that your stocks of Bicycle and Congress Playing Cards are complete, and to influence the people of your territory to buy their playing cards from YOU. Our window display and counter cards will help you. Write us for them.

Advertisement No. 5

This is the fifth advertisement of the big series now appearing in such national publications as The Saturday Evening Post, Literary Digest, American, Red Book, Collier's Weekly and McClure's. It will be seen and read by over twenty million people—by a majority of the best people in your territory. Better makes ure now that your stocks of Bicycle and Congress Playing Cards are complete. Then start pushing them. You'll be surprised how many you can sell with just a little effort and cooperation.

The U. S. Playing Card Co.

Dept. 6 Cincinnati, O., and Windsor, Can.

"The Official Rules of Card Games"

—a 250-page Card Playing Encyclopedia

EVERYBODY who plays cards—as well as those who cannot play but would like to learn—will find the latest edition of "The Official Rules of Card Games" a complete card playing reference and instruction book. It contains the rules for over 500 different games—written in such a clear, easy-to-understand style that even a person who has never played cards before can quickly learn to play any game by simply reading the rules. It also contains many suggestions on good and bad points of play which will enable conformed card players to materially improve their skill in any game. Every person who plays cards needs this valuable book. We will send it postpaid for only 20 cents—the actual cost of printing and mailing. Use the coupon below—or simply write your name and address on a sheet of paper and mail it to us with ten two-cent stamps.

BICYCLE PLAYING CARDS

—are too well known by card players everywhere to need any extended description. Their air-cushion finish, which prevents gumming and sticking; their large, easily-read indexes, and their superior quality, which makes them unusually durable and long-lasting—have made them the world's standard for all general play.

"Revelation"—the New Fortune Telling Cards

There is no end to the fun that can be had with these marvelous fortune telling cards. Whether you are alone, with the members of your household, or entertaining guests—these cards will provide spirited amusement that will make you forget the time, weather and everything else. Their weirdly accurate prophecies of the future will hold your interest as nothing else has ever succeeded in doing. Send for a pack today. One color back in tuck case, 50 cents per deck; colored back design, gold edges, in telescope case, 75 cents.

Be sure to send for the book, "The Official Rules of Card Games" TODAY. 250 pages—300 games. Only twenty cents.

THE U. S. PLAYING CARD COMPANY

Dept. Cincinnati, Ohio, U. S. A. or Windsor, Canada

The U. S. Playing Card Co. Cincinnati, Ohio, U.S.A. or Windsor, Canada

Also manufacturers of Congress Playing Cards, the gilt back, gold edge deck for Parties, prizes, gifts, etc.

Please send postpaid the new "Official Rules of Card Games." I inclose ten cents.

Name

Address

LEAF MARKET JOTTINGS

THERE has been some little activity in Lancaster County with the remainder of the crops, but not resulting in anything but a few small sales, as far as reported. Growers who are holding back their crops are asking from 25 to 30 cents, and dealers are paying 22 or 23. Early sales averaged from 18 to 20 cents, so it looks as though the growers who held back and those who are still holding back have good judgment, or is it just good luck?

The annual meeting of the Lancaster County Tobacco Growers' Association was held on January 19 at Lancaster. The old board of directors was reelected, as follows: John F. Weaver, president, West Lampeter; D. H. Landis, secretary, of Manor; A. E. Lane, treasurer, Clay; Aaron S. Rohrer, East Lampeter; L. F. McAllister, Quarryville; J. Aldus Herr, West Lampeter; H. H. Shenk, Lititz; H. S. Hershey, East Petersburg; John H. Martin, New Holland; C. H. Habecker, Rohrerstown; P. W. Baker, Landisville; J. H. Shirk, Landis Valley; Elmer W. Strickler, Mt. Joy; Landis B. Herr, Wheatland; H. P. Kready, Millersville.

A dividend of 8 per cent. has been paid to the stockholders and a surplus of about $12,000 remains in the treasury. The 1918 crop was all sold at good prices and the capital stock has been or will be invested in the 1919 crop.

In Wisconsin the clean up continues in the northern market and prices are the same as previous quotations. The supply coming in has been larger than was expected, on account of continued severe weather. The warm weather in December moistened the leaf in the sheds, and it showed up well when it was warmed up in the stripping room.

In the southern section, where growers had large acreage, only a part of the crop could be taken down, and deliveries have been confined to such portions of the crop as farmers could handle with limited room.

The "Wisconsin Tobacco Reporter" says that bulk sweating of the assorted leaf is becoming more and more general. By this method the fermentation is not only speeded up, but the chance to control the progress and nature of it and to avoid the dangers besetting the tobacco at this critical period is greater, as the packer by this method of handling knows more definitely at all stages of the game what is going on in his packing. The handling of the leaf in the warehouse is not a hit-or-miss affair; the intelligent packer is using his brains to govern and direct the processes of nature and make them serve the end he is seeking to attain. Brains together with experience, carefully kept records, and a lot of hard and patient work along the whole line, are the elements of success in the tobacco industry, as in every other industry.

The "Madison Democrat" says that sales of 1918 tobacco at 30 cents are not unusual.

In the Connecticut Valley interest centers in the exhibits of the Connecticut Leaf Tobacco Association of Hartford and the New England Tobacco Growers' Association beginning February 9, at the State Armory at Hartford, in conjunction with the annual Connecticut State corn show.

First, second and third prizes are offered in the following classes: (1) shade grown tobacco; (2) Connecticut primed Havana seed; (3) Havana seed, stalk cured; (4) broadleaf, all grown in Connecticut.

Judging of the tobacco will be done by Max Hartman and Percival Lowe, of New York, John Young, Ellis Russell and A. Loeb, of Philadelphia.

Tobacco is moving rapidly into the warehouses at high prices, but no quotations are available.

The motion picture of Connecticut Valley tobacco growing and handling is practically completed and has been approved by the committee of New England tobacco growers.

The "East Hartford Gazette" says that if conditions continue as they are, it is probable that dollar tobacco will appear again. The average price this year was 60 cents, and in some cases 65 cents. The prophecy is based on the opinions of the farmers, who predict a higher cost of production in 1920.

In the South, activity in all the leaf tobacco markets in Virginia and North Carolina continues and the better grades are as high as they have been at any time during the season. Bright tobacco has been pretty well closed out and there will be very little of it left by the middle of February.

There is still a considerable amount of dark tobacco to be sold in Virginia. At Lynchburg, about 300,000 pounds of tobacco sold brought the total for the season to 9,481,200 pounds. All desirable grades were in strong demand at good prices. Dark lugs, common, $15 to $24; good, $23 to $30. Leaf, short, $25 to $33; good, $35 to $45; wrappers, $40 to $60.

At Blackstone, Va., receipts were light. Quotations averaged $26.41. Danville reports some good tobacco and a lot of all sorts. All the bright leaf in the territory will be out of first hands before the market closes on February 27.

Rocky Mountain, N. C., has sold about a half million pounds of tobacco since the first of the year at an average of $41.43. The Kruston, N. C., market will close on February 6.

In Old Kentucky, the report of the Commissioner of Agriculture for December, 1919, the fourth month of the fiscal year, shows a total of all types of tobacco sold over loose leaf floors, of 83,539,953 pounds, of which 76,976,016 pounds were of the 1919 crop, and 6,563,937 pounds were of the 1918 crop. The 1919 tobacco sold at an average of $35.64 and the 1918 at an average of $26.69. About 42,000,000 pounds of Bur-

(Continued on Page 16)

TINFOIL

TINFOIL

IT is little wonder that the popularity of foil-wrapped cigars is increasing daily. Foil-wrapping is a protection to the aroma, prevents drying out and greatly beautifies the package.

Owing to the steadily increasing and enormous demand for foil, we are standardizing our tinfoil into two grades which allows our mill to nearly double its output. These two grades are the most popular and can be furnished in many designs.

The grades are:

Average surface measurement
4000 square inches to the pound.

Average surface measurement
5000 square inches to the pound.

Plain Interleaved Mounted

Advise us your requirements and we will be pleased to quote on these grades in any quantity for prompt shipment.

We also carry in stock Star Pattern foil cut 3 x 6. We can make immediate shipments for accomodation purposes.

Let us know your requirements and give us a chance to Demonstrate our Ability to FILL THEM PROMPTLY.

American Box Supply Co.

383 MONROE AVENUE
DETROIT, MICH.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 14*)

ley brought an average of $47.48. About 5,000,000 pounds of unfired dark, average $16.49, and about 5,000,000 pounds of fired dark at $20.23. About 10,000,000 pounds of Green River tobacco was sold at an average of $18.25.

For January, Maysville, Ky., quotes an average price of $38.72, the highest price being $99 and the low price $4. Prices continue good on the higher grades, with light receipts and an active market. Owensboro reports large sales with no quotable change in prices, with offerings of much soft and damaged piles. The average at Carrollton was $36.71 against last year's average of $28.90 for the same period.

The quotations at Mt. Sterling vary from $30.34 to $38.69. The Reynolds Tobacco Company and Liggitt & Myers were the biggest buyers.

The official quotations of the Louisville Leaf Tobacco Exchange, are as follows: 1918 burley crop, dark red, trash, $15 to $21; lugs, common, $25; medium, $29; good, $34. Common leaf, $28 to $33; medium, $36; good, $40; fine $60. Bright red, trash, $18 and $25. Lugs, common, $29; medium, $33; good, $40. Common leaf, $36 to $38; medium, $42; good $50; fine, $65.

Old burley crop, trash, $28 to $40. Lugs, common, $50; medium, $58; good, $70. Common leaf, $40 to $50; medium, $55; good, $70; fine, $90.

The new dark crop quotations are from $12 for trash to $25 for good leaf.

The 1919 burley crop quotations for dark red are from $13 for trash to $48 for fine leaf. For bright red from $16 for trash to $65 for fine leaf, and for Colory, from $23 for trash to $80 and $98.50 for fine leaf and selections.

The sales thermometer seems to be rising every week.

Making the Most of Magazines

(*Continued from Page 12*)

has a blackboard, which has for its heading these words, painted on in white lettering: STORIES AND ARTICLES RECOMMENDED FOR THE MONTH. Under this heading he chalks references to specially good stories or articles which customers and others bring to his attention. In addition he watches the periodicals himself and, when any reference is made to anything local, the fact is chalked up. He vouches this blackboard stunt is a distinct help to his sales, for many buy reading matter on the strength of such a recommendation, not knowing otherwise ust what magazine or paper to select.

He also occasionally devotes a window display to his magazines. Not by merely spreading the periodicals about in the window space, but by illustrating some specific story or article. A rather interesting story appearing about the mediaeval times prompted him to exhibit an old suit of armor, borrowed from a nearby antique store, and which he called attention to

Universal Smiles

LOOK at his happy smile! He's the "in between man" of a cigar factory equipped wtih Model M Universal Tobacco Stripping and Booking Machine. Every day he has a good report for the "boss"—for one Universal does the work of from two to three hand-strippers thus cutting down the pay-roll. It pleases the cigar maker because it increases his daily production. It cuts out the scrap of hand stripping, saves space and turns out a better made and smoking cigar.

A Cigar Manufacturer writes—"It is our experience that the Model M Universal will write itself off the books quicker than any other machine we use." Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY
New Offices at 116 West 32nd St., New York Factory: 98-104 Murray St., Newark, N. J.

UNIVERSAL TOBACCO MACHINE COMPANY of Canada, Ltd.
108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

LIPSCHUTZ'S

44

CIGARS

44 Cigar Co., Inc. Philadelphia

(Continued from Page 16)

in a sign which explained an excellent story of the "olden times" represented would be found in the current issue of the "All Story." The suit of armor furnished the "atmosphere," which kindled the desire in the minds of onlookers to enjoy such a story, and a stack of "All Story" magazines right handy served to "cash in" on these awakened desires. On each side of the suit of armor were two copies of the magazine opened up to the page on which the story commenced. Other times he has illustrated golf stories with a set of golf sticks; love stories by announcing them on heart-shaped placards (a good idea to remember for the approach of Valentine's Day); fight stories with a pair of boxing gloves; Western stories with a display of paraphernalia familiar to cowboys and so on. Many of these ideas for illustration, states this merchant, are gained from the movies.

These are a few illustrations of how magazine sales can be stimulated by *novelty*. The fact must not be overlooked that sales can also be increased in this direction with personal salesmanship. To the recognized customer who purchases a new magazine an inquiry can often be directed inquiring whether he wishes one saved for him each month. It will be surprising how many answers can be secured in the affirmative. To the man buying cigars and who volunteers he wants something to smoke on the train, a diplomatic hint can be given, suggesting the purchase of something to read.

By familiarizing himself with the tables of contents and leading articles in the featured magazines, the cigar salesman can often make reference to some article when a customer opens up a "broadside" on Bolshevism, politics or the war. In fact, the following business recently watched in a cigar store can be multiplied to the benefit of many magazine-tobacconists about the country.

A customer entered the tobacco store and good naturedly asked the salesman behind the counter for a certain brand of cigars. Selecting two, he placed one in his pocket, and then in a leisurely manner, practiced by so many customers, proceeded to slowly light the remaining one, starting this conversation with the salesman:

"Good weather to stay in," he volunteered.

"Yes," replied the salesman, "these nights give you a good chance to stay at home and take it easy."

"Believe me—that's what I am going to do tonight," added the purchaser of the cigars.

"Good idea," added the salesman—and then skilfully, "Nothing like a good cigar, an easy chair and an interesting story. That's the life"

"Wish I had a detective story to read at that."

"Yes," encouraged the salesman, "I always enjoy detective stories, too. By the way, there are two good ones in that magazine over there and another—a foreign one—in the magazine on the end."

"That so?" replied the customer, and he started to thumb the nearest magazine. "Looks kind of interesting. Guess I'll take it along."

Customers who can be persuaded to come to your store regularly to buy certain magazines or newspapers will most likely get into the habit of also giving you their tobacco trade. And by handling a varied assortment of the latest periodicals in an efficient, up-to-date and attractive manner the tobacconist can increase his revenue, his customers and the greatest asset his store can have—*popularity*. For when it comes to reckoning the success of a cigar store popularity counts for much.

MEET THE NEW EXPRESS PACKING RULES

WITH

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

The American Railway Express Company will refuse any paper-wrapped shipments weighing over twenty-five pounds, and their rules prescribe certain specifications for the use of corrugated boxes.
We can furnish you Corrugated Boxes guaranteed to meet these rules, as well as all freight and parcel post requirements.

CORRUGATED FIBRE SHIPPING CASES

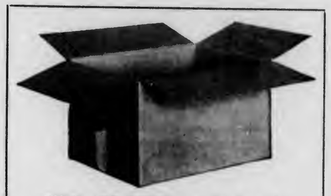
FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

They save you in ORIGINAL COST

They save in TRANSPORTATION CHARGES

They save in WAREHOUSE SPACE



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

If you are not already using them, tell us what you ship and how you ship it, and we will submit a sample box for your purpose and show you a

"big saving in cost"

Corrugated Fibre Shipping Cases are endorsed by Railroads, Express Companies and the Trade. They mean ECONOMY in cost. They eliminate losses through damage or pilfering.

It will pay you to investigate
Write us at once stating your needs

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

TOPIC

HAVANA CIGARS

10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

Notes and Comment

The Lynchburg (Va.) Cigar and Candy Company has been established by L. M. Courtney, who represented the American Tobacco Company for sixteen years, being committeeman in Texas, Louisiana and New Mexico.

The Stern-Mendelsohn Company, Incorporated, announce that they have acquired the business of Maximilian Stern and Mendelsohn, Borneman & Company. The address of the new firm will be 165 Front Street, New York City, the present address of Maximilian Stern.

The New York *Tribune,* in suggesting subjects for planks in the Republican platform, mentions under "Safeguards of Democracy," free speech and assemblage as a subject. It might have added the referendum and the repeal of the alleged eighteenth amendment.

Mr. Bryan says he will not be a delegate to the Democratic National Convention, if the Nebraska delegates are instructed for Governor Edwards of New Jersey. For the sake of the Democratic party, the Nebraska delegates can afford to sacrifice their chaperon.

Beginning February 1, the Second and Third Internal Revenue Districts, comprising the Island of Manhattan, will be consolidated. The office of what is now the Third Internal Revenue District at 28 West Twenty-third Street, will be maintained. The order does not apply to the Bronx, which is a part of the Albany district, nor to the Brooklyn or Staten Island districts.

Thirty-two thousand dollars has been asked by the Bureau of Plant Industry of the Department of Agriculture for the investigation and improvement of tobacco and the methods of tobacco production and handling, according to estimates which have just been submitted to Congress. The money is to be expended during the fiscal year 1921, beginning July 1, 1920.

Some of the high-brow scientists are trying to denature tobacco and take the kick out of it. Some of the Spaniards have a quicker way. The police of Seville, Spain, raided a cigarette factory and seized a lot of cigarettes made of shavings and other refuse, and everybody knows what the Germans did. Next thing we know the fanatics will be taking the "S" out of sugar and the "C" out of coffee.

We desire to extend our sincere thanks to the Jefferson Leaf Tobacco Company of Sparta, Wisconsin, for the very beautiful and artistic 1920 calendar which is an adornment to our office and a pleasure to look at. It embodies patriotism, sweetness and light and reminds us and our visitors of the devotion of the women of America in the Great War. Such a reminder does one good.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

PRINCE HAMLET
10¢ and up CIGARS 10¢ and up
The Well Balanced, Satisfying Smoke

QUALITY backed by PRINCE HAMLET advertising is a Sales-Creating combination that can't be beat.

Get in and Cash in

BAYUK BROS. CO.
Manufacturers Philadelphia, Pa.
New York Office: 126 Fifth Avenue

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE FACTORY WAREHOUSE
233 PEARL STREET TAMPA LEALTAD 129
NEW YORK FLORIDA HAVANA

Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the Famous Burley Weed, and flavored with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

JACOWAY BILL FOR SALESMEN

Washington, D. C.

A BILL to permit traveling salesmen and other representatives of business concerns to deduct their traveling expenses when preparing their income tax returns has been introduced in Congress by Representative Jacoway of Arkansas. At the present time, business men are not permitted by the revenue law to deduct their ordinary living expenses when on the road, even when paid out of their own pockets and in addition to the maintenance of a permanent home.

Under the terms of Mr. Jacoway's measure, section 214 of the Revenue Law would be amended so as to permit the deduction, in paying income tax, of "all the ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business, including a reasonable allowance for salaries or other compensation for personal services actually rendered; traveling expenses, including meals and lodging while away from home, incurred in the pursuit of trade or business; and rentals or other payments required to be made as a condition to the continued use or possession, for purposes of the trade or business, of property to which the taxpayer has not taken or is not taking title or in which he has no equity."

Legislation of this nature has been sought by business men for a long time, upon the ground that traveling expenses were legitimate expenses incurred in connection with the operation of a business and, as such, should be deductible from income tax returns.

C. L. L.

LIGHT AND DARK CIGARS

The common impression that a light cigar is a mild cigar and a dark cigar is a strong one, is not borne out by the facts in the case. Both cigars may have the same filler and binder or the light wrapper may cover the stronger cigar. The smoker should consult the dealer, who generally knows from the maker or by experience whither the "inside" of the cigar is strong or mild.

COMMON SENSE

"The Modern Merchant" says: "Don't think that because you are honest and hardworking, God is sure to make your business a success. Besides honesty and the will to work, God has given you common sense and he expects you to use it." But the stock of common sense is so limited that God has given some people very little of it. There isn't enough to go around. (Ed.)

The Metropolitan Cigar and Candy Company, of Shawnee, Okla., has been incorporated with a capital stock of $25,000. M. J. McLaughlin, E. W. Hill and A. A. Richardson are the incorporators.

The Bureau of Entomology of the United States Department of Agriculture has been making experiments to get control of the tobacco flea-beetle, and reports promising success in Florida. Dusting methods in the shadegrown region have been revolutionized by the introduction of power machines, which are capable of dusting from ten to twenty acres per day.

LUCKY STRIKE
CIGARETTE

IT'S like this. Flavor is the thing that makes your cigarette enjoyable.

All right, then: Lucky Strike is the cigarette that gives you flavor. Because it's toasted.

Toasting! Flavor! Think of the appetizing flavor of a slice of fresh buttered toast.

And—it's wonderful how toasting improves Burley tobacco.

Isn't that all plain common sense? Of course. Get the Lucky Strike cigarette for flavor. It's toasted.

? Are you a pipe smoker? Then try Lucky Strike tobacco—it's toasted.

Guaranteed by
The American Tobacco Co.
INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

1919 Tobacco Report For Greece

The expansion of American business during the war has made necessary greater elasticity in our trademark law, witnesses today told the members of the House Committee on Patents during a hearing on the Merritt bill. It develops that where American manufacturers extended their activities, turning out products which they had not previously made, they are now finding themselves without protection in foreign countries for their trademarks thereon.

The present law does not permit registration of trademarks consisting of the name of the manufacturer or of a city. However, a great many manufacturers secured registration of this nature under section 5 of the Act of 1905, where it could be shown that the mark for which protection was sought had been in use for ten years prior to that time. The Merritt bill would apply this same principle when a business is extended "so as to include other articles not manufactured by said applicant for ten years next preceding February 20, 1905."

The great difficulty lies in the foreign countries. Protection is by reciprocity and unless the American government extends the provisions of the law as requested by the witnesses, they cannot expect protection abroad for the new products. In many of the foreign countries it is possible for any one not connected with a trademark to register it to the exclusion of the rightful owner. It is to correct this condition that this additional legislation is sought.

C. L. L.

NEW OCEAN FREIGHT RATES

Washington, D. C.

New freight rates on tobacco have just been announced by the United States Shipping Board between North Atlantic ports and Liverpool, London, Manchester, Hull, Avonmouth, Bristol, Cardiff, Glasgow, Leith, Belfast and Dublin.

Cigarettes will carry at rate of 65 cents per cubic foot, and tobacco (King's warehouse delivery), $2 per hundred pounds.

New rates have also been announced of 75 cents per cubic foot on cigarettes and $3 per hundred pounds on unmanufactured tobacco to Marseilles, Cette, Genoa and Naples; and $1 per cubic foot on cigarettes, and $2.50 per hundred pounds on unmanufactured tobacco in bales and hogsheads, to Spanish ports.

C. L. L.

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Patents Granted

No. 1,327,139. SELF-LIGHTING CIGARETTE. Munro S. Brown, Goldfield, Nev., patentee.

A patent granted for a cigarette having a combination of a tip of igniting material extending into one end of the paper tube or wrapper and slightly penetrating the tobacco filling with a thin film of the igniting material around the outer side of the paper tube or wrapper, whereby the latter and shreds of the tobacco filling are embedded in said tip.

No. 1,327,668. APPARATUS FOR TREATING TOBACCO, FABRICS, AND THE LIKE. James U. Flanagan, Wilmington, Del., patentee.

An apparatus for treating tobacco, skins, fabrics, etc., which comprises an enclosure, means at one end of the enclosure for introducing a blast, transportation means adapted to enter the enclosure, and trays supported upon said transportation means and having spaces between them, each of said trays carrying tobacco leaves, skins, or other like articles stretched thereon.

No. 1,327,692. PROCESS OF CURING TOBACCO. Ernest G. Beinhart, Washington, D. C., patentee.

This patent covers a process of curing tobacco by subjecting the leaf harvested separately or harvested upon the stalk, or part of the stalk, to the action of air possessing a temperature of about 105 degrees F. and a drying action of a humidity preferably about 60 per cent. relative humidity to lower the moisture content of the green leaf and establish a film of dead chlorophyll cells on the leaf surface to form a green overcast, thence subjecting the leaf to air possessing a temperature of 90 degrees F. or thereabout, and a relative humidity of about 95 per cent. for forty-eight hours, more or less, to bring the leaf color to yellow mottle or yellow wash stage, then raising the temperature of the air to about 105 degrees F. and lowering the humidity of the air to about 72 per cent. relative humidity, maintaining this condition for forty-eight to seventy-two hours.

No. 1,327,872. HUMIDOR-BOX-LID SUPPORT. William A. McAneny and Daniel T. May, Denver, Col., patentees. Patent assigned to McMurty Manufacturing Company, Denver, Col.

Patent for a display device comprising an inverted box-like member adapted to fit the top of a box whose contents are to be displayed and open to communicate with the interior of the box, the side and top walls of the member being transparent, and means positioned on opposite sides of the member and within the member to support a humidor above the top edges of the box and within the limits of the member whereby the humidor requires none of the space of the box.

No. 1,320,926. CIGARETTE CASE. Fred Roth, Brooklyn, N. Y., patentee.

A patent awarded for a case for cigarettes, comprising a holder and cover in interlocked sliding engagement and a lug for ejecting singly and in sequence the contents thereof through openings in register in the holder and cover; an instrumentality for exerting pressure first upon the lower end of the row of cigarettes in the holder, as one of them is partly ejected, followed by pressure upon the upper end of the row as the cigarette is withdrawn from the case.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

YE OLDE BRIAR:—41,563. For briar wood pipes. January 7, 1920. Alfred Orlik, New York City.

ORLIK ANTIQUE BRIAR:—41,564. For briar wood pipes. January 7, 1920. Alfred Orlik, New York City.

ORLIK SCOOP:—41,565. For briar wood pipes. January 7, 1920. Alfred Orlik, New York City.

ONE FOR ALL:—41,566. For cigars. January 8, 1920. John Samson, Bronx, N. Y.

NICHOLAS APPERT:—41,567. For all tobacco products. January 10, 1920. Moehle Litho Co., Brooklyn, N. Y.

WM. BURDELL:—41,569. For cigars, cigarettes, cheroots and tobacco. January 9, 1920. A. C. Henschel & Co., Chicago, Ill.

LA DONSECO:—41,577. For all tobacco products. January 14, 1920. Moehle Litho Co., Brooklyn, N. Y.

BLASCO IBANEZ:—41,579. For all tobacco products. January 12, 1920. Garcia y Vega, New York City.

VINCENTE BLASCO IBANEZ:—41,580. For all tobacco products. January 17, 1920. Garcia y Vega, New York City.

REXIRICO:—41,581. For cigars, cigarettes and tobacco. January 13, 1920. Block Cigar Co., Little Rock, Arkansas.

JOSE BLANCO:—41,582. For all tobacco products. January 15, 1920. Moehle Litho Co., Brooklyn, N. Y.

BAKCO:—41,583. For leaf tobacco only. January 14, 1920. B. N. Kaiser Co., Boston, Mass.

APACHE:—41,584. For cigars, cigarettes and tobacco. October 16, 1919. Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

B. R. R. R.:—33,358 (Tobacco Leaf). For cigars. Registered May 10, 1907, by Casper Stang, Cleveland, Ohio. Transferred to W. C. Brisky, Cleveland, Ohio, December 6, 1919.

JUANITA:—25,879 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 23, 1913, by National Litho. Co., New York City. Transferred by Pasbach-Voice Litho. Co., New York City, successors of the National Litho. Co., to Krauss Cigar Co., New York City, January 14, 1920.

LOYAL AMERICAN:—14,493 (Trade-Mark Record). For cigars. Registered February 13, 1895, by Loyal American Cigar Mfg. Co., Detroit, Mich. By various transfers acquired by Detroit Cigar Co., Detroit, Mich., October 6, 1917. Re-transferred to Cadillac Cigar Box Co., Detroit, Mich., January 10, 1920, and re-transferred to J. Zielke & Son, Detroit, Mich., January 10, 1920.

MONOPOLE:—1477 D. For cigars. Registered February 14, 1873, by L. Deutsch & Son, Brooklyn, N. Y. By various transfers claimed to have been acquired by Deutsch Brothers, and re-transferred by L. Deutsch, formerly of Deutsch Brothers, to Bernard Weiser, New York City, May 10, 1917.

COLONIAL LIFE:—27,071 (Tobacco Leaf). For cigars. Registered February 23, 1904, by Maryland Litho. Co., Baltimore, Md. Transferred to Baltimore Cigar Co., Baltimore, Md., January 8, 1920.

ELMYRA:—16,710 (Tobacco Leaf). For cigars. Registered April 10, 1899, by The Maryland Litho. Co., Baltimore, Md. Transferred to Baltimore Cigar Co., Baltimore, Md., January 8, 1920.

SPECIAL MERIT:—25,813 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered July 15, 1903, by The Maryland Litho Co., Baltimore, Md. Transferred to Baltimore Cigar Co., Baltimore, Md., January 6, 1920.

VALROSA:—11,118 (Tobacco Journal). For cigars. Registered August 15, 1889, by Oldmixer Bros. & Co., Lancaster, Pa. By various transfers acquired by Jos. H. Beck & Co., Philadelphia, Pa. Re-transferred to Zigmund Silverman, Philadelphia, Pa., December 31, 1919.

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,
LIMA, O.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l Manager

PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer,
Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9054 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations based on Quantities Ordered. Write, Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9054

STERN PATENTED CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
129 Fifth Avenue, New York
SELLING REPRESENTATIVES
E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE
CLARENDON ROAD & EAST 37TH ST.
BROOKLYN, N.Y.
BRANCH OFFICE
170 WEST RANDOLPH ST.
CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

International Banding Machine Co.

MANUFACTURERS

257-265 West 17th Street, New York

STEINER BUILDING

A LABOR SAVER

Capacity 25 to 30 Thousand Packed Cigars Banded per day

No Breakage

Absolutely Sanitary

Eliminating Wax Papers Between the Banded rows

Automatic Feed for Banding Loose Cigars

Capacity 35 Thousand Cigars Per Day

No Experience Needed

Band Your Cigars for Identification

BANDING IS YOUR ONLY PROTECTION AGAINST BOX STUFFERS
NO CIGAR FACTORY COMPLETE WITHOUT OUR BANDING MACHINE

SOME OF THE PRESENT USERS

American Cigar Co., 111 5th Ave., N. Y. all branches
General Cigar Co., 119 W. 40th St., N. Y. " "
Otto Eisenlohr & Bro., Philadelphia, Pa. " "
Bayuk Bros. Co., Philadelphia, Pa. " "
I. Lewis Cigar Mfg. Co., Newark, N. J.
Deisel-Wemmer Co., Lima, O.
"44" Cigar Co., Philadelphia, Pa.
G. W. Van Slyke & Horton, Kingston, N. Y.
Consolidated Cigar Co., New York
P. Lorillard & Co., 119 W. 40th St., N. Y. (all branches)
Mi Lola Cigar Co., Milwaukee, Wis.
Congress Cigar Co., Philadelphia, Pa.
Porto Rican Am. Tob. Co., 250 5th Ave., N. Y. (all branches)
Yocum Bros., Reading, Pa.
W. K. Gresh & Sons, Norristown, Pa.
A. Roig & Langsdorf, Philadelphia, Pa.
Waitt & Bond, Newark, N. J.
B. Rovira Co., New York

PLACE YOUR ORDERS TO INSURE EARLY DELIVERY
DON'T WAIT WRITE FOR FULL PARTICULARS

HIGH GRADE CIGAR BANDS

WM. STEINER, SONS & CO.

LITHOGRAPHERS

257-265 West 17th Street New York

HIGH GRADE CIGAR LABELS

Perfection and Accuracy in the Manufacturing of Cigar Bands Used on These Machines

VOLUME 40 NO. 1

The TOBACCO WORLD

FEBRUARY 15, 1920

CIGAR LABELS CIGAR BANDS STOCK LABELS

BUNCH MACHINES CEDAR LININGS TIN CANS PACKING DEVICES TISSUE WRAPPERS TIN FOIL

IN June, 1918, we saw the need of an organization composed of men knowing the requirements of cigar manufacturers

TO SERVE

them by offering a complete line of all standard products used by them—except tobacco. We accordingly contracted with manufacturers whom we knew would be able

TO SUPPLY

us promptly with all these products and of such high quality that we knew they were bound

TO SATISFY

the manufacturers purchasing our products.

Today we have hundreds of representative manufacturers as customers who know we are able

TO SERVE TO SUPPLY TO SATISFY

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

PRIVATE DESIGNS FOR IMMEDIATE DELIVERY

TIMELY!

CIGARS, long filler, hand made of clean, sweet, mild Tobacco—Cigars that can be sold at retail at the old prices smokers paid before the war.

Just what every dealer needs in his cigar cases to fill out the stock and to please smokers as regards both PRICE and QUALITY.

Manila Cigars

is the answer to every question you have been asking yourself.

There Is Money In Manilas!
List of Manufacturers & Importers on Application

Manila Ad Agency
CHAS. A. BOND, Manager
Phone, Morningside 6204 609 W. 127th St., New York

He writes: "Greatly pleased with one we have on trial. Express at once three more of your *WOLVERINE BUNCH BREAKERS.* Expect to add more in the near future."

He likes it because it SAVES BINDERS AND CUTS LABOR COSTS.

We want to send you one on 30 days' trial at our expense.

Write for one today

Wolverine CIGAR MACHINES
West Michigan Machine & Tool Co., Grand Rapids, Mich.

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

8c.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS. INC. 1918 REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice President
ALBERT FREEMAN	2nd Vice President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 138th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

NEW YORK FACTORY moving; has for sale its equipment for 150 men. A-201, care of "Tobacco World."

FOR SALE—Ten New Ludington Cigarette Machines, with Automatic Feed. Communicate with Box 323, care of "The Tobacco World."

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

WILL PURCHASE editions of discontinued cigar labels or cigar bands for cash. No amount to large or too small. Box A-200, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 February 15, 1920 No 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Herkins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
10c TOBACCO

Guaranteed by
The American Tobacco Co.
INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

Volume 40 **THE TOBACCO WORLD** Number 4

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, February 15, 1920 Foreign $3.50

Conservation Needed as Lumber and Labor Situation Makes Cigar Box Situation Critical

WHILE it has seemed to many members of the trade that the conservation suggestions made recently by cigar box manufacturers are in some cases unreasonable, it is only fair to that industry that their side of the case should be presented in an unbiased manner.

It might be pointed out to the cigar box manufacturers that if all their suggestions regarding the elimination of lithographic pieces were followed by the cigar manufacturers, the packages of a great many brands would be liable to confiscation for indecent exposure.

There is, however, a serious shortage of cigar box lumber, and of labor, which has created the great shortage in cigar boxes at the present time.

Some of the conservations suggested by cigar box manufacturers, and reasons for the same, are set forth in the following:

The pasting of extensions, separate back-strips, flaps, caution notices, back labels, extra labels, etc., are vital factors in the cigar box shortage from which the trade is now suffering. A girl papering boxes with two pieces should paper 250 per day, but with all the pieces enumerated above, her production will fall down to at least 150 boxes, and possibly as low as 125. Multiply this loss in production by 50 girls and you have a daily volume loss of more than 6000 boxes.

Cigar box makers claim that this naturally increases the cost of pasting and this in turn increases the ultimate cost of cigar boxes.

One box manufacturer states that in his factory the pasting of small pieces such as a backstrip costs 10 cents a hundred, or $1 a thousand. The price for pasting a caution notice is the same, whereas flaps require creasing as well as pasting and these cost 12 cents a hundred. These figures may be higher than in many places, but the bulk of the production in this manufacturer's plant is made with extension, caution notice and backstrip.

The box manufacturer states that a much larger production could be obtained if these pieces were eliminated.

The suggestion is offered that there would be an appreciable saving if the backstrips were attached to the label, and this could be done if the extension or backstrip were eliminated. Then the inside label with backstrip attached would be treated as one piece and the one piece price would apply.

One cigar box manufacturer says: "We have prevailed upon our customers to drop a great many pieces connected with their labels, but do not believe that the matter has gone far enough yet, and that some concerted action should be taken by the trade papers to advise the elimination, especially at the present time, of a lot of these unnecessary pieces."

One point brought out by both a lumber manufacturer and a boxmaker as well, refers to the standardization of the sizes of cigar boxes.

The cigar box manufacturers should be sturdily supported by the cigar manufacturers in a movement to eliminate the 1/16 inch sizes, especially where the sizes of cigar lengths run 4 1/16 inches, 4 5/16 inches, 4 9/16 inches, 4 13/16 inches, 5 1/16 inches and 5 5/16 inches.

Both cigar box lumber and cigar box manufacturers point out that because of this 1/16 inch over the even 1/4 inch there is an absolute waste of 3/16 inch on every board used for tops and bottoms of the boxes. This in itself is a direct loss of 5 to 8 per cent. for lumber, and this is set forth as one of the prime reasons for the shortage of a great many sizes for cigar box lumber.

One box manufacturer has already taken this up with his trade and with one exception has convinced them of the advantage in changing their sizes. This means that the available supply of cigar box lumber will last much longer. And in addition, boxes can be cut in sizes to conform to the widths in which cigar box lumber is manufactured.

This same box manufacturer states that they produced 4000 boxes a day for a certain brand which had a cigar length of 5 5/16 inches, and it was necessary to get this out of 6-inch stock. Upon taking this up with the cigar manufacturer, he readily agreed to change the cigar length to 5 1/4 inches, and we now get the material out of 5 3/4 inch stock. If every cigar manufacturer would do this, it would mean that the box manufacturer could use 1/4 inch narrower lumber all along the line.

It may be interesting to the cigar manufacturer to know that lumber mills are now charging prices that are 60 per cent. higher for cigar box lumber than the prices in December last. It is stated by a box manufacturer that in his mind these prices are justifiable.

Cigar box lumber is now purchased at a blind price which is determined by the shipper when the lumber leaves the mill, and the box manufacturer cannot tell

from day to day, or month to month, what his next bill for lumber will be.

As a matter of good business cigar box manufacturers under these conditions, are changing their prices the minute they find that lumber has advanced.

This situation is almost entirely responsible for the following letter, which has recently been sent to their customers by the New York group of cigar box manufacturers:

"To Our Customers:

"We beg to advise you that from and after today, all box prices are withdrawn and boxes will be billed subject to the price ruling on the day they are shipped or delivered by us, and all orders are accepted by us subject to our ability to get material and labor to finish same.

"While this apparently is a drastic move, it is taken as a measure of protection to guard against the heavy advances that are taking place monthly, especially in lumber and labor, and to put us in a position to advance our labor in keeping with other industries.

"We are also asking our customers to allow us to revise the cigar length of their boxes, where sizes are 4 5/16, 4 9/16, 4 13/16, 5 1/16 and 5 5/16 inches, making the even 1/4 inch lower. On all of these sizes there is a waste of 1/4 inch on every board we use for tops and bottoms, and we believe by calling the attention of the trade to this that they will allow us to work this scheme out to conserve lumber, which today is not only hard to get, but has to be purchased by us at any price and in any place we can buy same. This matter was taken up during the war by the writer with the Conservation Committee and was about ready to be put into effect when peace came, and we honestly believe that the need of same is greater today than during the war.

"There will be a minimum charge of $7 per 100 for repairs of any nature on all boxes returned to us for that purpose.

"Our product leaves our factory in perfect condition and broken boxes as a rule are due to careless packing and handling.

"It may be necessary, also, during the next few months to make boxes out of different material than that which you have specified. For instance, we may have to substitute Imitation for Veneer, and Veneer for Imitation, according to what material and sizes we may have when you order.

"On orders placed with us, we ask our customers to kindly bear with us in this matter, as the situation is so grave that we ask your earnest co-operation to enable us to get production from material we have.

"All orders will receive our very best attention, consistent with available help and material, and we believe with the raise we are going to make to our labor, that we will be able to get help the same as other industries are doing in the city.

"Thanking you for the past favors, we are,

"Yours respectfully,"

Pasbach-Voice Buys Old Cigar Label Business

OF much interest to the cigar manufacturing trade is the announcement of The Pasbach-Voice Lithographing Company, Incorporated, that they have acquired the cigar band and cigar label business of George Schmitt & Company, Incorporated, successors to Schmitt & Company, and are now offering to the trade 2,500,000 sets of labels of exceptionally fine designs.

J. A. Voice handled the negotiations for Pasbach-Voice Company, with Mr. Gunther of George Schmitt & Company. This latter concern has been in the cigar band and label business since 1874. The Pasbach-Voice purchase includes the stock of labels, stones, engravings, copyrights and all goodwill of the cigar band and cigar label department of George Schmitt & Company, Incorporated.

The Pasbach-Voice Lithographic Company, Incorporated, are now able to offer for prompt delivery complete sets of labels and exclusive rights to the subject. They will also proceed to place in work and finish as promptly as possible all orders for cigar labels, etc., on hand at George Schmitt & Company, Incorporated, on which they have not yet commenced work.

The Pasbach-Voice Lithographing Company, Incorporated, are sending a letter to the trade embodying the above facts, and George Schmitt & Company, Incorporated, have already mailed the following communication to the trade:

"Gentlemen:

Owing to the tremendous increase in our general lithographing business, we have found that we could not do justice to the cigar label and cigar band branch without seriously interfering with our other lines.

Knowing as we do that the cigar label trade requires orders filled in a shorter time than we are able to fulfill, thereby causing disappointment and inconvenience to many of our good friends, we thought it best, in order to serve you, to turn over our cigar label and band department to Pasbach-Voice Lithographing Company, Incorporated, 210 Eleventh Avenue, New York City, New York, a concern which specializes in cigar labels, bands, etc., exclusively, and therefore placed in a much better position to take care of your orders than we have been during the last two years.

They are now increasing their plant considerably, and will be better able than ever to handle the cigar label line.

We feel sure that the Pasbach-Voice Lithographing Company, Incorporated, will do all in their power to give you the same service as we have given you in the past, when conditions were normal, and also assure you that we will assist them in every possible manner.

Thanking you for past favors and for your good will, which we trust you will transfer to Pasbach-Voice, we beg to remain,

Yours very truly,

GEORGE SCHMITT & CO., INC."

Dressing of Package an Important Sales Factor

THE great shortage in production in every line emphasizes the need of conservation today. Labor is thinking less about the quality and amount of production and more about the size of the pay envelope. This is not conducive to the best results.

It is doubtless this situation which causes a "trade leader" to express an opinion through the medium of "The Tobacco Leaf" regarding cigar box trimmings. The article in question is written almost entirely from the cigar box makers' viewpoint, and we have failed to find very many manufacturers of the higher grade of cigars who fully agree with the statements made therein.

The first point is based on the failure of lithographers to make delivery on time. It is well to point out on behalf of the lithographers that from the beginning of the war they have been far oversold, and since the end of the war tremendously behind on orders. They have been unable to meet the growing business through the inability of machinery manufacturers to deliver. They have been unable to secure a full force of skilled workmen. For these reasons they have been quite unable to catch up with their orders.

The cigar manufacturers themselves have contributed to this condition by expecting delivery within the same period, after placing the order, as before the war. The experience of the past few years should have taught them that this is almost an impossibility, and in a recent issue "The Tobacco World" emphasized the fact that orders should be placed far in advance for lithographic supplies. During the strike many manufacturers withheld their orders as if fearing that the cigar industry was about to collapse. When the end of the strike condition was apparent, it seemed as if every cigar manufacturer in the country needed lithographic supplies and most of them wanted delivery in four to six weeks.

If the boxmaker has been held up by the lithographer, the lithographer has in turn been delayed by the failure of the cigar manufacturer to place his order in sufficient time to permit prompt delivery to be made.

As regards the trimmings of a cigar box, it is within the sphere of the cigar box maker to say what he can do, handicapped as he is by the great shortage of labor.

But on the other hand it is decidedly not in the sphere of the cigar box maker or the lithographer to tell the cigar manufacturer what he can or cannot have on his box.

Let us digress a moment and consider the matter of cigar box trimmings. It has been a constant evolution from two or three pieces to six or seven. These trimmings constitute the trade mark of the manufacturer. The character, kind and number distinguish one manufacturer's package from another. They have become the *identifying* marks of a particular brand.

These additional pieces could not have been *forced* on the manufacturer by the lithographer, and if they were, they would not have been continued indefinitely if they had not proven of distinct value.

As far as the dressing of the package is concerned we have but to look at the grocery field to determine whether or not it has a merchandising value. Most of the products you formerly purchased in bulk, you buy in package form today, and the child or woman buys as much by the trimming of the package as by the name.

It was related the other day that a manufacturer refused to make a change in his classification notice which would save him twenty-five cents a thousand because he feared it would constitute a change so radical that it would affect the sale of his goods.

We have but to look at the elaborate packages in which the imported cigars (which are supposed to represent the very best to be had) are sold, to decide whether or not trimmings add to the sales possibilities. The prices of such cigars are very high but they look the value and they sell.

Admitting that this jobber may be an unusual one, nevertheless we heard one say the other day that before he ever smoked a cigar that was under consideration, he sized up the appearance of the package inside and out, and if it failed to pass his critical eye on that point, he never bothered to smoke the cigar.

Almost every competent salesmanager of a cigar business will very promptly admit that the vast majority of smokers buy and smoke with the eye. Would the imported cigar retailing at fifty cents sell in just as large quantities if packed in a plain redwood box with the brand name printed on the outside of the lid. The cleverest salesman in the world may tell you that an article is quality, and worth the price; but if the appearance of the goods does not back the statement up, there is no sale!

It is very important to bear in mind that few smokers stick to one brand. If this were true newspaper and consumer advertising of all kinds would prove a distinct failure. And in switching the smoker it is up to the package to attract the eye, and up to the product to back up the package. Take the great amount of color advertising done on package goods of all kinds. Does it feature the product? Probably it does, but the emphasis of the color work is on the *package*.

There are a few big concerns that are putting their packages across with a minimum of lithographic pieces, but what they are saving in trimmings is spent many times over for national advertising. And yet the brands so advertised are equalled if not surpassed in sales by competing brands whose names have never yet graced the advertising pages of any big national magazine.

The statement that the appeal of the well-decorated cigar box is overestimated appears to us as a hasty remark. The box trade of the country amounts to no negligible percentage, and investigation will show that it is on the increase. No smoker who is paying $5 or more for a package of cigars for his living room table wants a cheap looking package, and what is more, he won't have it.

The quality of a cigar most certainly is the determining factor in the choice of a brand, but it is the dressing of the package that determines what brand the smoker is going to try.

(*Continued on Page 10*)

The smoker who buys Class C goods, and the statistics show that he is purchasing Class D and Class E goods as well in enormously increasing quantities, can distinguish between the cheap package and the one which endeavors to create the impression of excellence. In this day no one wants anything that *looks* cheap, and the statistics of all lines of merchandise will go to prove this statement.

The majority of cigar manufacturers will agree that the dressing of the package is one of the fundamental selling factors, and there are very few makers of nationally-sold cigars who would not just as soon attempt to shave their jugular vein with a butcher knife as to make a change in the lithographic pieces on the cigar box of a big selling brand.

It should be borne in mind that the cigar box maker has his troubles, especially with labor for pasting pieces; but this does not constitute an argument for wanting to eliminate such a valuable business asset as the distinguishing marks of a cigar manufacturer's package.

Look Over Your Policy If Insured In Foreign Company

Washington, D. C.

Merchants, manufacturers and business men generally, whose buildings, stocks or equipment may be insured against fire in foreign insurance companies, are warned to make sure that the amount of each policy is stated in terms of United States currency, in a statement issued by Representativ Edmonds of Pennsylvania. Mr. Edmonds, who, as a member of the insurance sub-committee of the House Committee on Merchant Marine and Fisheries, has been making a study of fire and marine insurance problems, points out that this is made necessary by the low foreign exchange rates which now prevail.

"Hundreds of millions of dollars of insurance in this country are written in British companies and are payable in pounds," declared Mr. Edmonds in his warning. "A policy in an English company which before the war in the event of a loss would pay $1000, at the present rate of exchange would pay, in round figures, about $600.

"Every person having a policy of insurance protecting him against fire loss should investigate it and, if written in this manner, with the protection stated in the currency of the country in which the home office of the insurance company is located, should insist upon having from the company an agreement that the policy is to be paid in dollars, or should cancel the policy and place it in some good, reliable American company, so as to escape any possible loss resulting from the low exchange rate.

"In event the policy agrees to re-insurance or partakes of a re-insurance, if the insurer desires to be protected, he should also see where that re-insurance goes. Insurers who have allowed their brokers to place policies freely in insurance companies all over the world had better investigate this matter closely if they expect to be reimbursed in case of a loss."

—C. L. L.

The granting by the British Government of a subsidy of about one hundred dollars an acre, for ten years, to tobacco growers in Ireland, invites the suspicion that there will never be a paying crop. Tobacco land does not need a subsidy, it provides its own income.

A few weeks ago the Senate of South Carolina passed a bill prohibiting smoking in public eating houses in that State, and the bill was killed in the House without a dissenting vote. Those senators need something they are likely to get at the next election, if not sooner.

Taussig & Company, Chicago, leaf tobacco dealers, who have been located at 319-21 West Randolph Street for thirty years, will remove to 129-31 West Lake Street, which has become the center of the leaf tobacco business of Chicago.

The Charles Casiano Cigar Company has been organized under the laws of Delaware, with a capital of $20,000, by Samuel B. Howard, George V. Reilly and Robert K. Thistle of New York.

An exchange suggests that smokers should join the fight against the anti-tobacconists. We are sure that there are millions of smokers ready to join a properly-organized national league and put up good money for the privilege.

The business of the late William Levy, a prominent dealer in leaf tobacco at Lancaster, Pennsylvania, has been purchased by Horowitz Brothers, of Pittsburgh, Pennsylvania, who have warehouses at Pittsburgh, Pennsylvania, and Germantown, Ohio.

The State Public Service Commission of Missouri has authorized the receiver for the United Railways to forbid smoking on the street cars. Many years ago smoking was permitted on the night lines and on the front and rear platforms of the horse cars in Philadelphia.

The Calvert County Tobacco Growers' Association has been organized at Prince Frederick, Maryland, with the following officers: President, Benjamin Parran; secretary, James C. Chaney. A board of directors was also elected.

T. M. A. Convention Called For May 19th and 20th

CHARLES J. EISENLOHR, president of the Tobacco Merchants' Association of the United States, s has issued the following *call for a national convention of the tobacco industry* to be held at the New Willard Hotel, Washington, District of Columbia, on Wednesday and Thursday, May 19 and 20, 1920.

"Although almost four years have now elapsed since the first national convention of tobacco men was held in Washington under the auspices of this association, the event must still be fresh in the mind of the trade.

"We say this not alone because it brought together the largest and most representative gathering of tobacco men ever assembled in convention as an organized body; nor because of the specific action taken to meet the problems of the day—important enough in itself; but because the friendly spirit of co-operation developed in the process of 'rubbing elbows' has forever wiped out what were once thought to be insurmountable barriers between the various branches of our industry, and has made an indelible impression of industrial unity and strength not previously conceived of.

"Originally, it had been planned to hold these conventions annually, and with the unusual and abnormal conditions brought on by the war, it would indeed have seemed most fitting to follow this course in order that we might get together and deal collectively with the problems which we as an industry were compelled to meet.

"But while the nation was engaged in that terrible crisis, our directors, and in fact the entire trade as a unit, actuated by the one thought uppermost in the minds of all patriotic citizens—the successful prosecution of the war—have waived aside all business considerations, with the result that it was deemed best to postpone our convention until the sky was once more free from the black clouds of the world conflict.

"Now, however, with the war happily over, we feel that the time has arrived when it is most advisable to re-inaugurate our national conventions.

"Moreover, the problems and conditions that we now have before us can best be dealt with by the united efforts of a well-organized industry.

"It is, therefore, of most vital importance that we not only meet in convention at an early date, but that such convention be attended and participated in by adequate representation of all branches of the tobacco and its allied industries.

"Accordingly, pursuant to the decision of our board of directors, it becomes my pleasant duty to issue this call for the second national convention of tobacco men to be held on May 19th and 20th next at the New Willard Hotel, Washington, District of Columbia.

"Permit me to emphasize the fact that this is not intended to be a convention merely of members of this association. On the contrary, it is our aim to make this a real national convention, truly representative of all branches of the tobacco and allied industries, from the tobacco grower to the leaf dealer, and from the manufacturer to the man who stands behind the counter, including each and every element of the tobacco and allied trades, as well as duly accredited delegates of all tobacco men's organizations from all parts of the country, in order that this convention might act and speak authoritatively for the entire industry.

"At the same time, the two days of the convention, as well as the banquet to be held on the evening of the first session day at the New Willard, at which the entire delegation in attendance will be entertained as the guests of the association, will afford another unexcelled opportunity for the trade in all its branches to get together, become better acquainted, and establish the friendly relations and good fellowship that should always exist among those engaged in a common pursuit.

"I appeal to you, individually and collectively, to get behind this movement with a will. Let us all join in this get-together movement and make this convention a memorable one in the history of our industry. Surely, this is a movement worthy of the support and co-operation of each and every branch of the tobacco as well as its allied industries.

"Detailed information as regards all arrangements for the convention and banquet will be announced in due time through the trade press and otherwise. In the meantime, let us hope that we may be favored with suggestions and advices, which are earnestly invited, and which will be very much appreciated.

"Respectfully yours,

"CHARLES J. EISENLOHR, *President.*

"Attest: CHARLES DUSHKIND, *Secretary.*"

Secretary Dushkind says that from now on, and until the adjournment of the convention, the entire machinery of the T. M. A. with all the forces at its command will be brought into action to make this convention as well as the banquet a success.

Mr. Dushkind expects an attendance of not less than 350 representative tobacco men from all parts of the country, as well as a fair representation of the allied and related industries.

Invitations for both the convention and the banquet, said Mr. Dushkind, will be extended to all representative concerns, whether members or non-members of the T. M. A., and all will be invited to participate with the same rights and privileges as those extended to members of the association, for it is the desire of the board of directors, says Mr. Dushkind, to make this a real national convention, truly representative of the entire industry as well as of its allied or related industries.

MENDEL & CO. LEASE NEUMANN PLANT

MORRIS D. NEUMANN & COMPANY, well-known cigar manufacturers and makers of the "El Tello," "Rosemont" and "Bella Mundo" brands, have recently leased their large Philadelphia factory to Mendel & Company, formerly of New York, and more recently located at Second and Dock Streets, this city. In addition, Mendel & Company purchased from M. D. Neumann & Company the entire cigar manufacturing and other equipment contained in the building.

By this deal Mendel & Company acquire a modern, light and up-to-date cigar factory, with accommodations for three hundred hands.

Offices of Morris D. Neumann & Company will remain temporarily at 117 South Second Street, until they can secure other quarters.

Morris D. Neumann stated that the concern has no intention of withdrawing from the cigar manufacturing industry and that they will continue to operate their out-of-town factories scattered through Pennsylvania and Virginia.

KANSAS TO LEAD ANTI-CIGARETTE FIGHT

Kansas is out to make a world record as a reform state, according to J. B. Wootan, of Presbyterian Church Headquarters, 156 Fifth Avenue, New York.

Mr. Wootan is quoted as saying that plans are being made by the State of Kansas to lead the nation in an anti-cigarette campaign and that it plans to make a red record for itself in this as it did in the fight against liquor.

Dr. William A. McKeever, department director of the Presbyterian Board of Temperance and Moral Welfare, is field secretary of the new movement, operating from headquarters in the University of Kansas. He is said to have helped to perfect a new organization, the Juvenile Defense Society of Kansas, whose purposes will include "the defense of the growing generation against the little white slaver."

The clergy is underpaid and church attendance is falling off, but money can still be found to pay professional reformers and to finance propaganda, and time and effort is plentiful enough to waste it in any way except to bring people to church.

If the churches would devote less time trying to interfere with the personal rights and liberties of the people of this country and more time to religious matters, they would find themselves in a much more secure position both in membership and in finances.

MISSISSIPPI VALLEY EXPOSITION

According to a circular issued by the director of the Mississippi Valley Exposition, plans for holding an industrial exposition at the Coliseum, in St. Louis, March 1 to 13, 1920, have been completed. The exposition will consist of exhibits of the resources of the various States and the manufacturing enterprises of the valley. The exposition will be the first of its kind in the Mississippi Valley.

The advisory board is composed of prominent men selected from various sections of the Mississippi Valley. Both the St. Louis Chamber of Commerce and the Manufacturers' Association of St. Louis at their last meetings adopted resolutions in favor of holding the exposition and directing the appointment of special committee to co-operate with the exposition management.

FUND ASKED TO FIGHT TOBACCO BUGS

Washington, D. C.

A number of items of importance to the tobacco industry are included in the 1921 appropriation bill for the Department of Agriculture, which is now before Congress. Thirty-two thousand dollars are to be appropriated for the use of the Bureau of Plant Industry in its work of investigating and improving tobacco and the methods of tobacco production and handling.

A fund of $125,000 has been asked for the use of the Bureau of Entomology in investigating insects affecting southern field crops, including insects affecting tobacco, the cigarette beetle, and other pests.

The bill carries total appropriations for the department amounting to $30,540,034. Great as this sum is, however, it is nearly three and one-half millions less than the appropriation bill for 1920, and eleven and one-half millions less than the amount which the various bureaus estimated would be needed.

—C. L. L.

IS WORK IN TOBACCO FACTORY INJURIOUS?

Washington, D. C.

Working in a tobacco factory would be an unalloyed pleasure for "Uncle Joe" Cannon, dean of the House of Representatives, but it might make a very sick man of Representative Byrnes of South Carolina. At least, that is what Mr. Byrnes told officials of the Department of Labor in the course of recent hearings on an appropriation bill. The House Committee on Ways and Means, of which both gentlemen are members, had before it a request for an extra appropriation to permit the Department of Labor to investigate the effect of industrial conditions upon children.

The department desires to study the special liability of children to industrial habits. As explained by officials of the department, it has never yet been settled by scientific authorities whether working in a tobacco factory is in itself injurious to health, although a number of States prohibit the employment of children in such factories.

"As you probably know, many persons when they first work in a tobacco factory suffer from headache and nausea," members of the committee were told.

"It would to me," replied Representative Byrnes, "because I never use tobacco, but to Mr. Cannon it would be heaven, or as near as he could get to it on earth."

—C. L. L.

TOO LATE FOR CLASSIFICATION

FOR SALE

FOR SALE—VARIOUS KINDS OF CIGAR MANUFACTURERS' equipment. Address Mendel & Co., 117 S. Second St., Philadelphia, Pa.

SUPERINTENDANTS WANTED

SUPERINTENDENT OR CAPABLE FOREMAN WANTED for cigar factory. Experience on suction work desirable. Unusual opportunity for man who can make good. Address Box A-202, care of "Tobacco World."

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A-203, care of "Tobacco World."

Deer Jim: I gess Ive ritten what a flossy dresser Josey is. And he dont expect to hide all thoze wundeful close where noboddy can see em eether. Whenevver he gets a chanse he steps out in frunt of the store and stands there where he can see all the janes go by, or where they can all see him. Its more that way.

I thought Persy was purty bad and if he dont reform heel brake his blaim neck before the stiles change and wimmen ware longer dresses, but Persy stays inside enneighway.

Its only lately Josey has got this outside habbit and I can see that not moren haf as menny men stop and look in the window when Persy's lookin out at em and Joseys standing out there rubbering too. Say I kno how they feel. When Ime going to stop and look in a store window I dont want a guy in there or on the steps staring at me and wundering if Ime going to cum in and buy sumthing.

Yesterdie the boss cum back from lunch and Josey was standing there doing the outside act as big as a gard in frunt of a hedqwarters tent.

"Wating for a friend?" the boss asks him.

Josey began to turn and look up and down the strete and I cood see he gesst heed better taik the hint. "Yes," he sed, "Ime expecting a feller to cum along."

"Mebby heze inside waiting for you," says the boss. "Have you lookt in there lately?"

Josey dident kno just how to size that up, but I gess he thought he new what the boss had in his hed, so he moved in and the boss remarkt, "Enneigh time your expecting enneighboddy, ask 'em if they wood just as soon cum inside. It helps bizness to hav folks cum in, even if theyer only clerks."

I was standing just inside the dore laffing at Josey when he cum in and the boss must have seen me. He just handed me this as he went by, "William go out and get bizzie cleening up the stock rume."

I diddent say enneighthing, Jim, but gee, just the day before I workt out there all the afternoon. I woodent get so sore over seeing sumboddy laff, not on a bet. I like to see fokes laff. Ime that way.

Theres one thing about it. Cleening up the stock rume gives you a chanse to think if youve got enneighthing to think with.

While I was nocking around out there I saw a pile of stuf over in a corner that I haddent notist before. It lookt like a littel of everything. I went over and lookt into the pile and it was all advertising sines and stuff like that to help maik cigars and cigarets and tobaco sel, all kinds of those weve got in the store.

Ide seen sum of that stuf cum in and 1 or 2 things Ide seen used in the window, but most of it Ide nevver seen at all. So when I was working around there I kept thinking to myself whats the good of having a lot of good sines and things where noboddy seez em?

So when I got things cleaned up I went and askt Bob about the advertising dope I found. He said he dident kno. He doessent trim enneigh windows. He sed "Why dont you ask Spike?"

Spike fixes up the window displays and he arranges the goods in the shocases, and etc. And he trims up the store for speshul occasions. Just then he was maiking a sine and He say it was a bum looking sine all rite. I dident say a word to mister Spike but I went rite back in the store rume and fisht out a sine out of that pile that advertised "Mademoisel cigarets," just eggsactly what Spike was maiking a sine for. This sine was some sine all rite. It had a picture of a moovey daim with pajammas on smoaking the kind of cigarets it advertised. Say if good looking would maik the cigarets sel, that sine ought to get the bizness so fast you coodent handel it. I took it in and shode it to Spike. He lookt at it and then he lookt at his own sine and I dident say enneighthing and so did he. And after a few minnits he took my sine out and put it in his window display of the cigaretes. Then he cum back and tore up his sine and he sed "Bill, sum fokes is born nutts and sum goze to work and works hard getting to be nutts."

"How dyou get that way?" I asks him.

"Wel," he says, "When I cum here a yeer or so ago the boss says maik plenty of sines if your a good sine maiker. Ime a good sine maiker. I admit it. Ive bin maiking my own sines evver sinse. And sines like that one you found hav bin lying there in the store rume. Every time a sine or a lot of advertising stuff has cum along, out she goze into the store rume and me hardly opening it, while all the time Ime plugging away in here maiking my own sines. Aint it hel?"

Then he says, "Bill Ile tel you sumthing. When enneighboddy sees that Madamoisel cigaret advertised in the maggazeens, they see the picture of that moovey daim, dont they? Wel, when they walk along the strete and see that girl's picture in our window they see rite away that we sel Madamoisel cigarets. They dont even haf to read the sine. The picture is sine enuf for em.

"When I maik a sine of words it all rite enuf. They can read it. But it hassent got that picture that tize it up to the maggazeen or the billboard advertisement. My sines just puls with words—if they reed it. That sine puls with a picture whether they reed it or not—and I nevver figgered that out til now. Say, Ive bin asleep at the switch all rite. Get me?"

"I gess I got you," I says. "Your all rite only you aint bin using your bene. Is that it?"

"That's it," Spike sed, and he was willing to admit it.

"Howd you like to hav me look thru all that junk out there and maik a list of the good sines and things?" I askt him. I was kind of interested in that gaim, espechully if that pile was full of moovey daims. I wanted to get a picture of Mary Pickfert and Charley Ray to put on my wall where Ive got rume for 2 more.

Spike told me to go to it and if the boss called me, heed tel him what he had me doing. And by and by the boss himself cum out there and sed "Spike told me what you found. Ime glad you brought it to his attenshun. He got a rong ideeah from what I sed about sines. I want all this stuf used and the more the better. Go to it."

I dident tel him I was looking mostly for Mary and Charley. I dont haf to tel everything I kno, Jim. Ime that way.

Wel drop me a line about the drug bizness and tel me if youve taiken in enneigh wooden money and how much much your getting in your pay envelop theez days.

Yours till niagara falls,

Bill

General Cigar Company Statement

The annual statement of the General Cigar Company Incorporated, shows the following figures:

Assets

Capital assets: Goodwill, etc., $19,326,003.00; land, buildings, etc., $1,385,818.91, and net additions during the year $35,486.85; investments in affiliated companies, $1,025,648.74; a total of capital assets of $21,772,957.50.

Company's debenture preferred stock, at cost, $95,045.00.

Current Assets: Raw materials, etc., $11,448,070.85; bills receivable, less reserves, $306,591.86; accounts receivable, less reserves, $3,393,962.35; Liberty Bonds at par, less payments by employees, $15,672.00; cash in bank and on hand, $742,663.72; interest and other expenses prepaid, $141,315.30. Total, $37,916,278.58.

Liabilities

Capital Stock: Seven per cent. cumulative preferred, authorized and issued, $5,000,000.00; 7 per cent. cumulative sinking fund, debenture, preferred, authorized $5,000,000.00, issued 46,208 shares of $100 each, $4,620,800.00. Common: Authorized, $25,000,000.00, issued, 181,040 shares of $100 each, $18,104,000.00. Total, $27,724,800.00.

Special capital reserve, $1,000,000.00.

Current Liabilities: Bills payable, $1,000,000.00; accounts payable, etc., $1,122,526.09; dividend on debenture preferred stock, $79,114.00; Federal taxes, $780,000.00. Total, $2,981,640.09.

Insurance reserve, $157,912.37.

Surplus: Balance January 1, 1919, $4,667,080.78; net earnings for year ending December 31, 1919, $2,772,932.76. Total, $7,440,013.54. Deduct: Dividends—Preferred stock, $350,000.00; debenture preferred, $132,887.42; common, $905,200.00. Total, $1,388,087.42. Net total, $6,051,926.12. Grand total, $37,916,278.58.

Statement of Earnings

Gross earnings	$7,422,414.47
Deduct—selling, administration and general expense, etc.	4,616,435.89
	$2,805,978.58
Add miscellaneous profits	222,504.70
	$3,028,483.28
Deduct interest on loans	255,550.52
Net earnings	$2,772.932.76

"United" Leases Building of Saks & Company

A lease of unusual importance was consummated last week when the United Cigar Stores Company secured the building at Thirty-fourth Street and Broadway, New York, now occupied by Saks & Company, for twenty-one years at an aggregate rental of about $11,000,000. It is understood that this rental is about twice what is being paid by the present tenant.

In 1917 the property was sold to the Morewood Realty Company for $7,000,000, so it is said.

The "United" will move into their Broadway home about 1924.

EDITORIAL COMMENT

THERE are most substantial grounds for disapproving any kind of cigar and tobacco advertising of a national character which is in itself a reflection on competing brands or the trade itself.

Our contemporary, "The Tobacco Leaf," has developed sufficient courage, apparently, to question the wisdom of the character of the national advertising of a certain cigar manufacturing concern. And in so doing the editor must be expressing the opinion of hundreds of members of the industry and thousands outside of it, if the same remarks have come to his ears that have come to ours.

The "Leaf's" editorial has mildly and in a constructive way pointed out the evil effects on the entire industry of any advertising that casts a reflection.

It is well within the province of a business paper, and one of its obligations to the trade it represents, to protect, as far as possible, that industry. The best interests of the trade are far above the interests of one concern.

The publisher who has the courage to attack advertising of this character deserves the encouragement and support of the entire trade, and it is pleasant to contemplate an editor whose soul has not yet become the exclusive property of his advertisers.

That advertising of the character referred to is not at all necessary to business expansion is evidenced by the fact that a similar brand with an entirely different advertising appeal has come from behind and within a few years passed far into the lead, and without national magazine advertising.

***

PRESIDENT CHARLES J. EISENLOHR, of The Tobacco Merchants' Association, has issued a formal call for a national convention of tobacco men to be held in Washington, District of Columbia, May 19th and 20th.

Emphasis is laid on the fact that it is the earnest wish of the president and of the association that this be a real *national convention,* and that the invitation is extended not only to the members but to the entire trade, from leaf grower to the retailer behind the counter, "in order that this convention might act and speak authoritatively for the entire industry."

This affords a wonderful opportunity for the entire trade, and every affiliated association should bend every effort to assure the largest representative gathering possible.

There are matters of superlative importance to be discussed at this gathering, and we take this opportunity to suggest that there be fewer "set" speeches and more discussion tending toward constructive and immediate action.

MECHANICAL facilitating devices are more in demand in the cigar manufacturing industry than ever before. Reports from everywhere indicate the growth of the use of machinery, and machinery manufacturers state that they are far oversold.

Cigar manufacturers who have not already investigated the economies of bunch machinery, stripping machines, automatic bunch machines, banding machines, cigar-making machines, and the like, should do so at once. The sooner the decision is made and the order placed, that much quicker will production become standardized as well as increased.

Machinery offers the one opportunity at this time for reducing production costs. While there is no hope that prices can recede for some time, every effort should be put forth to keep them from advancing.

Read the machinery advertising and act, for it is to the cigar manufacturer's advantage to do so.

The Willington Tobacco Company will establish a plant at South Boston, Virginia, at a cost of $75,000.

Dibrell Brothers, Incorporated, leaf tobacco brokers of Danville, Virginia, have elected the following officers: President, A. B. Carrington; vice-president, H. L. Boatwright; secretary, L. N. Dibrell; treasurer, W. C. Wooding.

B. J. Reynolds, a vice-president of the United Cigar Stores Company of Chicago, died on January 28 at the age of 62 years. He had been located at Chicago fifteen years.

The Board of Trade of Vanceboro, Kentucky, was recently incorporated for the purpose of regulating and controlling the buying and selling of scrap and leaf tobacco on the Vanceboro market. No capital stock was authorized.

The Metropolitan Cigar and Candy Company has been incorporated at Shawnee, Oklahoma, with a capital stock of $25,000. The incorporators are M. J. McLaughlin, E. W. Hill and A. A. Richards.

M. H. Smalz & Son, of Womelsdorf, Pennsylvania, have arranged for a factory in Columbia. The firm now operate factories in Womelsdorf, Johnstown, Stouchburg and Hallam.

"Don't make a money-back guarantee unless you have trained yourself to hand back money with as bright a smile as you take it in. But even then don't make such a guarantee if there is any strong prospect you will have to live up to it."—"Modern Merchant."

Tobacco Notes From Foreign Countries

Gathered By Our Consuls

Switzerland

Vice Consul Schoenfeld has cabled from Berne January 30, 1920, that the Swiss Federal Council has increased the import duties on tobacco from 300 to 600 per cent. The new rates per 220 pounds gross weight are as follows: Snuff and chewing tobacco, 300 francs; waste tobacco, 300 francs; leaf tobacco, 75 francs; cigars, 800 francs; cigarettes, 1,200 francs. These rates became effective January 27, 1920. (1 franc=$0.193, normal value.)

Burma—British India

Burma's unmanufactured tobacco goes mainly to Singapore and Hongkong for the Chinese trade and to France for the French Government. The better quality goes to France. During the last three years of this period, excepting 1917, when no tonnage was available, from 65 to 75 per cent. of the exports went to France.

Burma's manufactured tobacco consists of cigars, cigarettes, and cut tobacco. Burma cigars and cigarettes are not manufactured from Burma tobacco, but from tobacco imported from India. Burma cigars, sometimes called cheroots (not the long white cheroots smoked by the Burmans, which are not made of tobacco at all), are large, somewhat cylindrical, black, without wrapper, and square cut at both ends. They are manufactured by hand by the Burmans and shipped by the Chinese, principally to Singapore and India, but also to the United Kingdom and other countries. A small factory at Rangoon manufactures cigarettes, which it sells to the local trade and exports to India, Mesopotamia, and a few other places, and produces cut tobacco, which is sold principally to India.

Australia

In 1917-18, the latest year for which details are available, Australia manufactured 11,107,323 pounds of tobacco, 397,507 pounds of cigars, and 3,074,727 pounds of cigarettes, using in their production 11,530,419 pounds of imported and 1,635,589 pounds of Australian leaf. In that year the home consumption of tobacco was 9,730,710 pounds; of cigars, 461,222 pounds; and of cigarettes, 3,162,452 pounds; and there were exported overseas 1,128,041 pounds of tobacco, 233 pounds of cigars, and 81,224 pounds of cigarettes.

In New South Wales and Queensland tobacco growing has experienced many ups and downs, though it at one time promised to occupy an important place among the agricultural industries of those States. Exhaustive experiments have within the last few years been carried out with a large variety of imported tobacco seed, and, trade papers state, the experiments have been very successful. Queensland and the northern parts of New South Wales are favorable for the production of high-class cigar wrappers; southern New South Wales and the adjoining States, which have a more temperate climate, produce better bright tobacco leaf.

Jugo-Slavia

The most productive tobacco-growing region in Jugo-Slavia is Serbia, which, in its frontiers of 1912, produced annually about 2,000,000 kilos (4,409,200 pounds), of which it consumed only 900,000 kilos, the remainder being exported in leaf. The total production of Serbia and Macedonia, according to Trgovinski Glasnik (a trade journal), has increased to more than 4,000,000 kilos. Tobacco is extensively cultivated in the following regions: In the Department of Skoplje, 500,000 kilos; in that of Bregalnitza (exclusive of the district of Strumitza), about 600,000 kilos; in the Department of Prilep, about 500,000 kilos; in Koumasovo, 600,000 kilos; in Vragais, 250,000 kilos; in Nish, 600,000 kilos; in Kruchevats, 300,000 kilos; and in Oujitse, 100,000 kilos.

Before the war, Herzegovina produced 3,500,000 kilos of tobacco, and there have been occasional harvests when the crop totaled 4,600,000 kilos. The next crop, however, because of the post-war conditions, will not exceed 500,000 kilos. The most productive sections are in the south and east, the district of Mostar, Loubouchka, Stilats, Soubigne and Trebigne, as well as certain communes of the districts of Biletche and Kognits.

In Bosnia, the eastern sections are the most productive, especially the districts of Srbrnitsa, Vlasenitsa, and Svornik. In the northeast, the production is extensive in the districts of Belina, Brtchko, Gradatchatch, Bihatch, and Sazin; in the south, in the districts of Prozor, Totcha, and Tchainitche. Bosnia yields about 500,000 kilos of tobacco annually.

In Dalmatia the cultivation of tobacco has increased steadily since 1884; in 1913 it reached about 3,500,000 kilos, but since the war the production has decreased.

The exact amount of the crop in the Banat, the Batchka, the Baranya, and in Croatia and Slavonia is not known; but according to Hungarian statistics Hungary yielded 6,000,000 kilos, of which approximately 4,000,000 were produced in these Provinces. The most renowned tobacco sections of that portion of Hungary which have been awarded to Jugo-Slavia are: In the Banat, the districts of Veliki, Botchkorek, Jombal, and Tcheka; in the Batchka, the central and northern districts; in the Baranya, Boertch; in Croatia and Slavonia, Virovititsa Pogega, Pakrats, and Slatina.

The annual tobacco crop of Jugo-Slavia therefore approximates 15,000,000 kilos. Of this, some 6,000,000 kilos are required for domestic consumption, leaving 9,000,000 kilos for export, either in the leaf, or prepared for immediate use.

Sweden

After a study of the tobacco and cigarette market of western Sweden it has been found that the importers of these goods are and always have been favorably inclined toward direct importation of American Virginia

(*Continued on Page 18*)

A DETERMINING factor with the smoker who buys the better grade of cigars is the appearance of the package. The quality of the cigar must make the appeal for a second purchase.

A diamond is seldom set in lead or brass, or sold in a common pasteboard box.

Cigars of quality are packed in boxes that are decorated with the finest examples of the lithographer's art, which give indication of the excellence of the goods themselves.

The cigar bands and labels of the finest brands imported into this country are produced in our factories.

Cigar manufacturers who appreciate the fine setting given to the better grade of cigars by the use of imported labels and bands, are invited to present their desires to us.

Our products are of the highest quality and workmanship, and are known throughout the world for their excellence.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH
50 Union Square NEW YORK
United States and Canadian Representative

(Continued from Page 16)

and Turkish cigarettes and tobacco. There are, however, certain conditions which must be fully complied with, and if this is done American exporters may rest assured of gratifying results.

There exists in Sweden a tobacco monopoly, the Aktiebolaget Svenska Tobaksmonopolet, Stockholm, with district offices in all towns of the country, which functions by virtue of a royal decree granting to the company the sole and exclusive right to manufacture and sell cigarettes in this country. This monopoly has, on its part, granted the tobacconists the right to import their own wares, especially cigarettes and cigars, against payment to the monopoly of an importation fee of 43 per cent. on the gross retail price of the goods thus imported. The monopoly itself produces an immense quantity of cigarettes and cigars, but, probably on account of the inferior quality of the materials imported during the war, as well as after, the finished products have been and are of poor quality; and this fact has given the tobacconists occasion to make use of the expensive privilege of private importation.

The importation of tobacco products, especially cigarettes, since the signing of the armistice and the re-opening of business relations, has proceeded on quite an unprecedented scale, and American manufacturers have been in a position to get their share of the trade. But, taking into consideration that Sweden, according to statistics, annually consumes only about 860,000,000 cigarettes, there seems to be much greater possibilities in this line as far as Americans are concerned. They should, however, adapt themselves to the Swedish taste and market requirements. In this connection it will not be inopportune to specify the requirements of the trade generally.

The Swedish trade prefers its own brands, using Swedish names for each quality. The cigarettes must be packed in packages of 10, and tin foil in such case is unnecessary.

As cases of American cigarettes and tobacco are arriving here half or totally empty, on account of thieving on docks, shipboard, and railway cars, and from other causes, the importers insist on really strong and inviolable export packing.

To be able to compete with other brands in the market, American exporters should offer cigarettes within the following price limits: For American Virginia, $2.50 to $3.50 per thousand; and for Turkish, $4 to $6 per thousand. These prices are for good, guaranteed, clean-burning qualities, c. i. f. Goteborg.

Importers here have always been accustomed to pay for their imports after receipt and when found in a satisfactory condition, by sending a draft through the bank. This manner of payment has worked very well, and it would probably facilitate business relations to grant these conditions of credit to those importers who are in a position to furnish satisfactory bank references.

Importers would appreciate a liberal supply of samples of the various brands deemed suitable for the Swedish market. The trade is satisfied that if prices quoted are competitive there will be a much larger sale of American goods.

A list of the principal dealers in and importers of tobacco, cigars, and cigarettes in the Goteborg consular district of Sweden may be obtained from the United States Bureau of Foreign and Domestic Commerce or its district and co-operative offices by referring to file No. 1734.

Hongkong—China

There are three lines of tobacco manufacture in the colony. One is a large cigarette factory, started several years ago by Chinese capitalists from Canton, and is known as the Canton Nanyang Brothers Tobacco Company (Limited). The second factor is a large cigar factory which was started several years before the war as a branch of a Manila (Philippine Islands) factory, and is known as the Oriente Cigar Factory. Like the Manila concern, it was owned more or less completely by German interests; with the inception of the war it was taken over by the Hongkong Government for liquidation. It has been operated as a going concern by the liquidators ever since, and is responsible for most of the difference between the imports and exports of cigars noted above. Very little of the product of this factory is used locally. The third principal factor is the industry of the native tobacco dealers, in which the raw leaf is imported and manufactured mostly into fine-cut tobacco for use in native Chinese pipes, especially the small nickel and brass water pipes.

Of the imports of cigars, the Philippine Islands furnish all but a small fraction; and of the imports of cigarettes about 20 per cent. came from Great Britain, about 7 per cent. from the Philippine Islands, and nearly the whole of the balance from North China, where the chief competitor of the local factory has its factories. Approximately 60 per cent. of the raw tobacco indicated in the official returns comes from the United States, the rest coming mostly from North China. But by far the larger part of the raw tobacco actually imported comes from South China. The returns of the Chinese maritime customs give the exports of tobacco leaf and stock to Hongkong in 1918 as the equivalent of $881,864 gold, and of prepared tobacco as the equivalent of $2,034,396, making a total value of $2,916,260 gold. Most of this tobacco is of a cheap grade.

About two-thirds of the cigars manufactured in Hongkong and of the cigars manufactured elsewhere and re-exported from Hongkong go to Central and North China, Siam and the Straits Settlements also being fair customers. About 40 per cent. of the exports of cigarettes go to China, 35 per cent. to the Straits Settlements, and most of the rest to the Dutch East Indies and other places where Chinese emigrants are numerous. Two-thirds of the prepared native leaf tobacco goes to the Straits Settlements, and most of the balance to Indo-China. Of the exports of native raw tobacco, the United States and Great Britain take about 20 per cent. each, Egypt about 25 per cent. and China most of the balance. During the war the export of this native leaf to Europe, and especially to the United States, became very large, for use in the manufacture of "Turkish" cigarettes.

It is of interest to note in this connection that experiments have been carried on for some time by the botanical and forestry department of the Colonial Government in Hongkong with a view to producing in the colony itself tobacco leaf suitable for the manufacture of cigars. A considerable degree of success is to be noted, and experimental lots of cigars have been made. There is a considerable amount of terrain in the mainland portion of the colony considered suitable for the production of a high-grade leaf, and it is thought that under proper superintendence and instruction a large production of such tobacco can be developed.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

LEAF MARKET JOTTINGS

In Lancaster County, very little can be added to previous reports, and the crop is all sold but what is estimated to be less than ten per cent. Growers are asking 25 and 26 cents and many of them letting go at 23 to 20.

At a largely attended meeting of the Lancaster County Tobacco Growers' Association on February 9 a report of the Mount Joy Tobacco Growers' Co-operative Packing Association was made. A net gain of five cents a pound over offered prices was realized, and the net gain on the entire packing was $30,000. The stockholders received a five per cent. semi-annual dividend.

Mr. Reist, who made the report, thought the growers ought to sell direct to manufacturers. He advocated a sales floor to sell tobacco by auction in lots and by sample. "Advertise the sales in the trade journals and in that way you would sell direct to manufacturers. I believe it could be made a paying proposition," he said.

J. Aldus Herr stated that it was only recently the Lancaster County farmers have been seeing the advantage of organization. "For the last fifty years the tobacco growers have been marketing their crops in the same old way. All tobacco should be cased at least one year before it is offered to the trade."

H. C. Reinhold advocated the individual packing of tobacco, if the plan of selling direct failed. "What we farmers need more than anything else is the art of salesmanship. If we but learn to hold on to our goods for the price that we know is fair and profitable, and not get frightened, we will receive it."

It was announced that Prof. E. L. Nixon, of State College, would address the meeting next month on "Diseases of Tobacco." Prof. Nixon is an expert pathologist, and thoroughly versed on the subject of plant diseases.

These notes of the meeting are from the report by "The Lancaster Examiner."

***

In Wisconsin, it is reported that considerable 1918 tobacco is still in storage in the warehouses. As to the handling of the 1919 crop, the whole month of January was extremely cold with successive snow storms. Some of the warehouses kept going with good-sized crews, but there was a general delay that makes summer assorting loom up as a possibility and not by any means a pleasant one.

Local packers have been picking up some unsold crops, partly bundled and prices continue about on the old level according to quality and there is not likely to be any general rise or break, from the level established for the 1919 crop.

The "Wisconsin Tobacco Reporter" says that the outlook for farm labor to carry on the work of the coming season is about the same as last year, with a tendency to stiffening prices, but no apprehension is felt in the ability of the tobacco sections to take care of the usual acreage of tobacco.

In a general way, prophecies as to the labor situation next summer are futile. Those who receive reports from wider sources realize that there are currents and cross-currents that make the future of labor a very uncertain problem.

Wisconsin growers of tobacco, as well as others, may feel reasonably assured that the world demand for the consoling weed will carry the crop of 1920 to a high average, and that in the markets of the world the Wisconsin leaf will be able to hold its high position.

***

In Kentucky, Hopkinsville reports for the week ending February 6 include a total of 1,732,305 pounds of tobacco for an average of $20.72, and a total sale to that date of about ten million pounds for an average of $21.69.

Total sales at Owensboro to February 7 were slightly over twenty million pounds of Pryor, at an average of $17.31, and 1,688,540 pounds of Burley at an average of $27.39.

At Carrollton total sales were 5,557,650 pounds for an average of $34.39. Last year the total was five million pounds, and the average $30.53.

Bowling Green reports sales of the last of the crop, of 663,000 pounds of dark tobacco at an average of $12.86.

Lexington quotes two days and sales of a half million pounds at an average of $44.58, another half million at $47.71 and a third half million at $39.82. The highest basket report was $1.09 and several hundred pounds sold at one dollar or more.

At Mount Sterling, for the week ending February 7, three local houses reported two million pounds at $37.48, two millions at $36.84 and one million at $35.78. Much of this was mountain tobacco and other medium grades.

Paris sold over three million pounds to date for an average of $50.44 and the market is still strong on all grades of tobacco.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1918 Burley: Dark Red. Trash $12 and $18. Lugs: Common $23, medium $28, good $34. Leaf: Common $27 and $32, medium $36, good $40, fine $50. Bright Red—Trash $15 and $22. Lugs: Common $27, medium $32, good $40. Leaf: Common $34 and $38, medium $42, good $50, fine $65.

Old Burley: Trash $25 and $35. Lugs: Common $46, medium $57, good $70. Leaf: Common $40 and $50, medium $55, good $70, fine $90.50.

(Continued on Page 22)

THIS pleasant faced lady is the Forewoman of a cigar factory equipped with Model M Universal Stripping and Booking Machines. The "Universal" reduces her responsibilities to the minimum because it keeps the girls busy and satisfied. It cuts out the drudgery and wasted effect of hand stripping, speeds up production and helps keep the factory humming every working day of the year.

You need the Model M Universal for the same reason that over 1000 of your competitors use it and wouldn't be without it. Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

New Offices at 116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY of Canada, Ltd.

108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the fumless Burley Blend, and flavored with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A

Leaf Market Jottings

(*Continued from Page 20*)

New Dark Crop: Trash $12. Lugs $13 to $15. Leaf: Common $16.50 and $17.50, medium $25 and good $25.

1919 Burley: Dark Red. Trash $10 and $17. Lugs: Common $22, medium $27, good $33. Leaf: Common $26 and $30, medium $35, good $40, fine $48. Bright Red. Trash $14 and $21. Lugs: Common $26, medium $30, good $40. Leaf: Common $32 and $36, medium $42, good $50, fine $65.

Colory: Trash $23 to $33. Lugs: Common $45, medium $55, good $68. Leaf: Common $38 to $45, medium $54, good $75, fine $98.50.

In the Southern States there are some interesting summaries of the sales of the season. At Wilson, North Carolina, the market closed on February 13. The total sales to December 31, 1919, were 39,317,247 pounds at an average of $54.51. The average for January was lower on account of the sale of a large quantity of scrap. A trifle over two million pounds were sold at an average of $45.46.

At Rocky Mount, North Carolina, sales for the season amounted to 20,727,200 pounds at an average of $51.56, against an average for the preceding year of $37.41.

Ohio is a puzzle. It is estimated that the average of millions of pounds of tobacco is somewhere near $30 a hundred. More than half of the 1919 Burley crop has gone to market and fancy prices range from $50 to $90. Prices are generally lower than when the market opened. For lower grades there seems to be little to be expected. The proportion of them is larger than usual and the supply will probably exceed the demand.

SUMATRA INSCRIPTION AT AMSTERDAM

The initial inscription of the 1919 Sumatra is set for May 21. This is the first of its kind for four years. A large number of U. S. tobacco merchants and manufacturers sail from New York for Amsterdam May 1. All the well known large tobacco firms will be represented in the Dutch city during the ten days' sale. The new Sumatra should arrive in New York in June. The Java crop is late and may not be available in this country before next October.

J. P. HARRISON NOW VICE-PRESIDENT

J. P. Harrison, Jr., who has been connected with the International Planters Corporation and its associated companies since 1915, has just been elected a vice-president of that corporation.

Mr. Harrison's rise to the vice-presidency has been a remarkable one, being the result of an unlimited amount of energy and foresight, as well as a comprehensive knowledge of the growing, marketing, selling and exporting of all types of tobaccos.

He is a native of the State of Virginia and is a graduate of the university of that State.

The International Planters Corporation is to be congratulated on this latest acquisition to its staff of officers.

Spanish Cedar is Available

THE claimed shortage of Cigar Box Lumber does not apply to Spanish Cedar.

As importers of the finest Spanish Cedar Logs we are in the fortunate position of being able to supply cigar box lumber manufacturers with sufficient Spanish Cedar to meet their immediate requirements.

Cigar Manufacturers whose box makers have been unable to secure Spanish Cedar will be able to obtain relief if they will advise their box manufacturers to write immediately to

The GEO. D. EMERY COMPANY
Importers of the
Finest Spanish Cedar Logs
220 Eleventh Avenue New York City

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Washington Tobacconists Busy

Washington, D. C.

Not waiting until the reformers have practically accomplished their aim—which, in the case of liquor, led to prohibition—the friends of tobacco have taken the bull by the horns and have succeeded in throwing a bombshell into the ranks of the anti-tobacconists. Large placards calling upon users of the weed to get on the job have recently appeared in large numbers in Washington, as a result of the formation here recently of an organization to fight for the preservation of the right to use tobacco.

Cigar stores, drug stores and other places where tobacco is sold are displaying the signs, which are short, "punchy" and attractive. As the efforts of the reformers thus far have been confined to the gathering together of an organization and the raising of funds—always the most important point to a professional "hell chaser"—their headquarters here is somewhat uneasy over the widespread advertising that the tobacco people are doing.

A number of different placards are being used, among them being the following:

"IT WAS ONCE illegal to kiss your wife on Sunday. They are trying to make it illegal to smoke at any time. HELP TO FIGHT the issue."

"THE MAN who deprives you of the right to smoke steals your happiness and liberty. The effort is being made. HELP TO FIGHT the ISSUE."

"GOOD, strong, healthy men like tobacco. ANEMIC, ATTENUATED PESSIMISTS oppose it. If you enjoy tobacco help fight the ANTI-TOBACCO BLUE LAWS that are being proposed."

"Don't let the anti-TOBACS get the jump on you. Don't vote for a man for any office until he's declared his position on the TOBACCO QUESTION."

—C. L. L.

THE FOREIGN TRADE CONVENTION

James A. Farrell, Chairman of the National Foreign Trade Council, an organization composed of 75 of the leading American merchants and manufacturers engaged in foreign trade, announces that thirty foreign nations representing Central and South America, Canada, Australasia and the Far East, will have trade advisors at the Seventh National Foreign Trade Convention to be held at San Francisco, May 12-15, 1920, for the purpose of supplying first-hand information in regard to the markets of their respective countries.

The countries from which trade advisors are expected are as follows: Canada; Central America—Mexico, Panama, Salvador, Honduras, Costa Rica, Guatemala, Nicaragua; South America—Colombia, Venezuela, Ecuador, Peru, Bolivia, Brazil, Paraguay, Uraguay, Argentine, Chile; Australasia—Australia, New Zealand, Tasmania, Straits Settlement; Far East—Dutch East Indies, Indo-China, India, Philippines, Siberia, Siam.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

SALES TAX MUST REPLACE EXCESS PROFITS

By Ralph H. Butz.

THE excess profits tax is one of the most unjust, unsound, and dangerous taxes which has ever been imposed upon our industries. Though probably justifiable as a means of raising revenue for the prosecution of the war, it is both unscientific in principle and unsound. Although this tax is in form a direct tax on profits, it is, in effect, a most unsatisfactory commodity tax. A manufacturer, merchant, or other business concern subject to the tax, in most instances estimates in advance the amount which he is compelled to add to the selling price of the commodity in order to pass the same on to the ultimate consumer, so as to protect himself against the heavy imposition.

Because of the uncertainty of the determination of the tax, owing to the intricacies and complexities of the law, a business concern is apt to overestimate, rather than underestimate, its liability. In doing this it often becomes an unintentional profiteer in safeguarding itself from an undue usurpation of its earnings. Thus prices are increased to the consumer by amounts more than sufficient to cover the tax. If we abolish the excess profits tax, we undoubtedly will have eliminated a potent factor in the existing high cost of living.

Gross Sales Tax More Equitable.

As a matter of principle, consumption taxes are recognized as proper sources of Federal revenue, and existing taxes must be superseded by an equally productive system which does not so seriously threaten the prosperity and even the existence of our industries. What is needed most at this time is a tax law which may be productive enough to raise a large amount of revenue and elastic enough to meet changing conditions, and at the same time not be an impediment to increased production, and simple and economical in administration. It is generally admitted that a gross sales tax at a low rate will produce a large amount of revenue, depending upon the scope of its application, it having been estimated that a tax on general sales of one per cent. will produce three and a half billions, and a similar tax on retail sales one and a quarter billions.

Possibilities of the Gross Sales Tax.

Summing up the possibilities of the gross sales tax we find that it gives the following advantages:

1. Either a cumulative tax or a tax limited to retail sales will be productive and flexible and probably offers the only available substitute for the excess profits tax.

2. The tax would be equitably distributed over a large mass of people and would be so light that it would not impose an undue burden.

3. As a substitute for the excess profits tax, it would impose a definite, certain consumption tax, easily ascertainable, in place of an indefinite, undeterminable tax which is now passed on the consumer on a good deal higher basis than the actual imposition.

4. The tax is so low that in practice any attempt to abuse or defraud the consumer would be taken care of by competition.

Universality of incidence is the marked advantage of a gross sales tax. A consumption tax of this character will reach the great mass of farmers and wage earners, into whose hands the greater portion of the natural income goes. These classes apparently are

(*Continued on Page 26*)

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

sharing fully in whatever prosperity the war has brought, but cannot be reached effectively through income taxes. Thus a large number of people will contribute to the expense of the Government a large amount in the aggregate, in sums depending upon the amount of their expenditures. The man who lives carefully and conservatively would pay less than one with the same income who lives recklessly and extravagantly. For instance, a man with an income of $2000 who spends all of it would pay about $20 tax, and this amount would be so distributed and paid throughout the year in his purchases that he would not realize he was paying a tax.

Cumulative Tax on Turnover.

The best method would be to place the gross sales tax cumulatively on all commercial turnovers from the original purchaser to the final sale by the retailer to the consumer. It has been objected that this would be pyramiding the taxes, but a cumulative tax on gross sales would add less than one half of one per cent. to the cost of a pound of goods selling for about fifty cents.

A manufacturer whose gross receipts from sales are about $100,000 a year would pay a tax of $1000. This amount would be passed on to the consumer in a way that would be the easiest and most practicable by adding to the cost of the commodity sold or manufactured—not necessarily by adding a fixed amount to each sale.

For instance, on some products the manufacturer may be able to stand the amount of the tax because of the large margin of profit, whereas on others his margin may be very small and an increase in price to take care of the additional tax could be made. His purpose would be to recoup the amount of the tax by adding to the price of the articles to which the increase could be applied to the best advantage. Competition should be relied upon to prevent abuse and profiteering, and the imposition of unreasonable charges on the consumer in the guise of consumption taxes. Further than that, the public will be awake to the amount which the merchant or manufacturer is required to pay to the Government, which is not the case under the present excess profits tax law.

A. T. FACTORY BUYS FRENCH CIGARETTE

Upon his return from Europe last week Percival S. Hill, president of the American Tobacco Company, announced the consummation of a deal whereby a cigarette paper factory in Brittany, France, has been purchased. This factory will in the future supply all the cigarette papers used by the American Tobacco Company.

It is understood that the price paid was in the neighborhood of 10,000,000 francs. The annual output of the factory is valued at $2,000,000. The output is said to include the best grade of cigarette paper made in France and only these will be used by the new owners.

NEW BRANDS FOR BAUM-NEELY COMPANY

Is. Baum, manager of the Baum-Neely Company, jobbers, located at Arch and Juniper Streets, announces that in addition to the "San Felice," "El Verso," "Blackstone" and Consolidated Cigar Corporation lines which they now handle, they have added the clear Havana brands, "Corina" and "El Hijo Prodigo," made by Jose Escalante, Tampa, Fla., and the "Lobelia," a high-grade shade-wrapped cigar manufactured by Park & Tilford.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST. CHICAGO. ILL.
723 BRYANT STREET. SAN FRANCISCO. CAL.

OSCAR PASBACH, PRES. J. A VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9051 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9051

STERN PATENTED CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
129 Fifth Avenue, New York
SELLING REPRESENTATIVES
E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.
On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.
We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.
We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.
WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

WHITE OWL

3 for 25¢

9¢ for 1

Value!

With prices climbing it's a relief to know that it is still possible to get so fine a cigar as White Owl at a reasonable cost.

No doubt you already know why there is such good value in the White Owl. The tobacco is of fine character and is very carefully cured by experts.

The long Invincible shape with its tapering end, gives the White Owl the appearance of a much more expensive cigar.

In addition, White Owl benefits from the great resources and long experience of the General Cigar Co., Inc. This fact alone guarantees you good value. If you are looking for good value, we recommend White Owl, a mild, fragrant cigar.

General Cigar Co., INC.
DEPENDABLE CIGARS
119 West 40th Street
New York City

LIBRARY
RECEIVED
MAR 8 - 1920
U. S. Department of Agriculture

VOLUME 40 NO. 5

The TOBACCO WORLD

MARCH 1, 1920

Get Your Brand Across

If you have spent time and money to build a good cigar, you must go one step further, if the brand is to be a success, and dress the package in keeping with the quality of the product.

Influence the Consumer

The appearance of the package is the most important factor in making the first sale to a new customer. Dress the cigar box so that it reflects the excellence of your brand.

Imported From Cuba

The dressings of the packages of the most expensive cigars imported into the United States, Europe and South America are examples of the high quality and workmanship of our cigar labels and bands. The excellence of our products are known throughout the world.
The lithography you buy represents an important part of your sales effort. It costs nothing to discuss your lithographic problems with our representative.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York
United States and Canadian Representative

MIGHT just as well say he's never seen a ball game. All you Velvet fans *tell* it to him. Let him open up a tin and sniff Velvet's real old natural-born tobacco fragrance. It's enough to make any dyed-in-the-wool pipe puller break his arm reaching for his trusty briar.

And the taste. Oh, boy! That's *taste!* Makes a man smile 'til his face hurts. The rich "heart" leaf of the best tobacco that ever sprouted in old Kaintuck. And mild to boot! Couldn't be any milder and still be real tobacco.

And that natural ageing for 2 years in wooden hogsheads that makes Velvet the smoothest, mellowest smoke ever! Talk about smoothness and mellowness! Velvet *invented* those words. You'll see.

America's Smoothest Tobacco

Liggett & Myers Tobacco Co.

He writes: "Greatly pleased with one we have on trial. Express at once three more of your *WOLVERINE BUNCH BREAKERS.* Expect to add more in the near future."

He likes it because it SAVES BINDERS AND CUTS LABOR COSTS.

We want to send you one on 30 days' trial at our expense.

Write for one today

Wolverine CIGAR MACHINES

Price $25.00

West Michigan Machine & Tool Co., Grand Rapids, Mich.

TOPIC

HAVANA CIGARS

10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

8c.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Vice-President
JOSEPH F. CULLMAN, Jr	Ex-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Vice-President
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Vice-President
WM. S. GOLDENBURG, Cincinnati, Ohio	Treasurer
	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	
WM. M. SAM	President
ALBERT FREEMAN	1st Vice-President
JOSEPH FREEMAN	2nd Vice-President
LEO RIEDERS, 30 W. 118th St., New York City	Treasurer
	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

NEW YORK FACTORY moving, has for sale its equipment for 150 men. A-201, care of "Tobacco World."

FOR SALE—VARIOUS KINDS OF CIGAR MANUFACTURERS' equipment. Address Mendel & Co., 117 S. Second St., Philadelphia, Pa.

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

SUPERINTENDENT OR CAPABLE FOREMAN WANTED for cigar factory. Experience on suction work desirable. Unusual opportunity for man who can make good. Address Box A-202, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A-203, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 | March 1, 1920 | No 5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
10c TOBACCO

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

You'll learn to love
Life
Cigarettes

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

You should sell

MURIEL
CIGARS

"The Wise know the Whys"

Retailers— Write us for name of nearest distributor
P. LORILLARD CO.
119 West 40th St. New York City

Volume 40

THE TOBACCO WORLD

Number 5

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, March 1, 1920 Foreign $3.50

Behind the Scenes in the Cigar Box Industry

In Which It Will Be Seen That the Justification of an Act Is Not Always Apparent, However Necessary and Just It May Be

By an Old Cigar Box Manufacturer

IN 1917 this company was paying around 3c. a pound for inside white paper, in 1920 it is paying 11¼c. Without any special information or knowledge of conditions it is obvious that the paper man is a profiteer.

Last September the printer said, "I am compelled to advance your prices 33⅓ per cent." Well, that makes two profiteers, if our conclusions are correct.

But in neither case are our conclusions correct. The paper man is justified. The printer with half his former production and twice as much overhead, is justified. The real cause goes farther back.

It is simply a case of a hastily drawn conclusion and a perfectly human act. It is neither fair nor just to condemn a man or an industry without careful investigation, and in these days we are all too busy to either read carefully and inform ourselves or to make personal investigations.

Hence we have a lot of "profiteers" who do not exist, except in our mental worlds.

We call the prohibition law an intolerant act. The anti-tobacco propaganda is another example of bigotry.

But we ourselves become bigots when we condemn without knowledge or investigation. The remedy for all unpleasant situations lies in co-operation, not in condemnation and intolerance.

Bert Moses says in "Newspaperdom," "Too much liquor is no worse than too much intolerance or too much religion. In the one instance you get drunk, and in the other you go crazy. Drunkenness is controllable—idiocy isn't."

Let us see behind the scenes before we condemn.

The cigar box manufacturer is being particularly abused just at this time, and we think entirely too hastily. It does not appeal to our sense of fair play.

Every individual is entitled to a fair hearing, and if no one else thinks enough of the cigar and tobacco industry to make an honest effort to discover what the real situation is, we do.

Every time the cigar manufacturers raised their prices, the business papers of the tobacco industry stood with them without exception, because they knew that the situation demanded advances. And we believe that there may be just cause for still further advances, unless conditions change quickly.

When cigar prices advanced newspapers all over the country attacked the advances as unjustified, and condemned the act. The fact was that the newspaper reporters and editorial writers were entirely unfamiliar with conditions and were simply acting on hastily drawn conclusions.

We have asked a prominent cigar box manufacturer to take us behind the scenes in the cigar box industry. We present his case, and in so doing we are authorized to say that if necessary the correctness of the facts and figures presented can be verified by examination of his books.

As to what he says about the financial standing of the majority of cigar box manufacturers, we believe that any "doubting Thomas" can quickly satisfy himself by referring to any one of the several financial rating bureaus.—The Editor.

MORE than twenty years ago I entered the cigar box manufacturing business with one of the most successful men that this country has ever known. He became successful from the fact that he manufactured a first-class cigar box, *and was able to do so because he got a first-class price for it.*

One of my purchases was 1,500,000 feet of imitation lumber at $7.50 per M delivered at our factory. The price today is $40 at mill or $42.50 per M at my factory, an increase of 466⅔%.

At the same time veneered lumber was selling at $12.50 per M at mill, whereas it is now selling at $50 per M at mill, an increase of 300%.

Boxes were sold then as follows:

Imitation,	$4.50 per 100
Veneer,	5.50 per 100

Ruling prices today are about:

Imitation,	$15.00 per 100 (255% increase)
Veneer,	16.00 per 100 (191% increase)

You will see from the foregoing that while imitation lumber has advanced 466⅔%, the box has advanced only 255%, and veneered lumber advanced 300%, while the box increase is only 191%.

As to labor, twenty years ago, these are the actual figures paid compared with today:

	Then *60 hr. Week*	*Now* *50 hr. Week*
Foreman,	$14.00	$65.00
Forelady,	8.00	30.00
Sawyers,	13.50	35.00
Head sawyer,	15.00	40.00
Printers,	6.00	25.00
Boys,	5.40	20.00
Girls (learners),	2.00	14.00
Piecework price for girls—per 100,	.50	2.50

These are figures that can be substantiated and go to prove that the article appearing in a recent issue of the "Tobacco Leaf" is not only unjustified, but shows that Mr. Furgatch is like the man who is always criticizing the public service corporations; he is talking about something that he is not entirely familiar with.

LUMBER PRICES

A glance at any stock sheet sent broadcast by lumber firms shows only two kinds of lumber available for cigar boxes, gum and tupelo. It is a well-known fact that only the finest grade of any lumber can be used in the manufacture of cigar boxes.

Glancing at a stock sheet, we find the following quotations:

Sap gum,	$150.00 per M for #1, down to $50.00 for #3
Tupelo,	$140.00 per M for #1, down to $70.00 for #2

For comparative purposes, I am going to use the *average* price of all the grades to show the price of their lumber is justifiable, and is still due for advances to be in keeping with commercial lumber.

Average price, 7 grades of tupelo,	$107.86
Average price, 15 grades of gum,	122.00
	2) $229.86
Average price all grades gum and tupelo,	$114.93
Average yield to 1 inch, 2¼ pieces, but say,	3) $114.93
	$38.31
This gives you rough cigar box stock, not dried, planed or stained at	$38.31
Add drying, per M.	2.00
" planing 2 sides	3.00
" staining.	1.00
	$44.31

This gives lumber ready to bundle at $44.31 per M. Add the lumberman's profit to this and you will see where the cigar box manufacturer is going to pay $50 for the cheapest stock he can get in short time. Otherwise, why should the cigar box lumberman make his lumber into thin stock to sell to such men as Mr. Furgatch, when, without even touching it, he can sell for higher prices in other industries?

PRICES OF BOXES

To my mind this article has always been sold too cheaply, and not at all in keeping with the responsibility cast upon the cigar box maker to produce a perfect and neat article to be a container for goods worth many times more than the box. I say that today's prices should have prevailed ten years ago in order that the cigar box manufacturer could have made sufficient profit from his goods to enable him and other members of the industry to devise ways and means to cheapen their product by the use of improved machinery.

IMPROVED METHODS

Since my entry into the box business there has not been a single piece of machinery worthy of note introduced in a general way to improve or cheapen the manufacture of cigar boxes, except occasionally some bright manufacturer would devise some scheme to save money, but this has always been kept to himself. The last great labor-saving machines were the automatic power nailers and sawyers, introduced some twenty years ago.

REASONS FOR FAILURE TO PROGRESS

This brings me to the crucial point of the article. Why has the cigar box industry drifted into this deplorable state?

The answer is: First, the fact that before the war cigars were sold at fixed prices, five cents and ten cents, and there was a limit placed on the cost of the package; and secondly, the cigar manufacturer.

This gentleman has always had the upper hand on the majority of cigar box makers to such an extent that he could not call his life his own, or his business either, and many a box maker has lost an account because he dared to raise his boxes one-quarter of a cent each.

I am now at the point where lumber, labor and material jumps to such an extent that the small cigar box maker may pay $10 to $15 per M advance between cars. What is the result?

The cigar box maker has never had a sufficient margin of profit to enable him to have a bank account large enough to permit him to buy his supply of lumber ahead. Now, he does not know until he receives his invoice what his lumber is going to cost him. Upon receipt of his invoice, he finds the car containing say 100,000 feet is costing him $1500 more than the last one, and then he says, "Who in hell is going to pay this? I haven't the means to absorb it, and therefore must pass it on to the cigar manufacturer."

So far I have endeavored to present in a fair way the cigar box maker's situation in this period of a very serious shortage in material.

Now, I would like to suggest a few remedies which would relieve the situation.

1. Standardize your sizes to conform to sizes in which cigar box lumber is made.

2. Eliminate all sizes in widths of boxes, 4 1/16, 4 5/16, 4 3/16, 4 13/16, 5 1/16, 5 5/16, 5 9/16, 4¼, 4⅜, 4⅝, 4⅞, 5¼, 5⅜, 5⅝. This would make your cigar length of boxes in exact conformity with the sizes in which lumber is cut.

3. Eliminate all unnecessary pieces to label sets.

4. Elimination of the full-covered box where the frame has four pieces of cedar paper to paste.

5. The adaption by cigar manufacturers of pressure shells or re-packing boxes to eliminate the great waste in broken boxes through re-handling when cigars are banded, and the adoption of smaller box presses than those holding 200 boxes. This would do away with numerous broken packages through careless handling.

6. Try to keep a steady stream of orders with your cigar box maker, so that he will not be compelled to lay off help during dull seasons. Each girl is worth $250 to a cigar box man these days and he, or you, cannot afford to lose one experienced girl, as they cannot be replaced inside of six months' training.

Finally.—A closer co-operation and a more friendly spirit with the box man who is every whit as necessary to the cigar manufacturer as the leaf man or label man. In the past he has been treated as a necessary evil, and has never been even consulted by the cigar manufacturer in most cases, as to whether certain size boxes could be made economically from available material, or if his sizes entailed waste or not.

This phase of the question should set the cigar manufacturer thinking as to whether the methods employed in the past have been conducive to harmony that should by all means exist between these two persons.

I believe a conference between cigar manufacturers and cigar box manufacturers would ultimately prove a great blessing to both, as they have never been consulted in any way to devise methods for combatting the constantly rising cost of the cigar box.

In conclusion, I would like to say to cigar manufacturers that it is folly to criticize the other fellow's business until you know more about it.

As to profiteering, I do not like the word. However, I can point to one thousand well-to-do cigar manufacturers to where you can find *one* wealthy cigar box manufacturer. This does not speak well for our industry, but it is a fact nevertheless.

Now that you cigar manufacturers have gotten past the greatest stumbling block you ever had, the set prices of five cents and ten cents on cigars, just conform your prices to include the poor "tail end of the cigar industry," for enough so he can live the same as you do. And if you do, I venture to say that he will donate time and money to develop machinery to cut down manufacturing costs. This privilege has been denied him in the past owing to the very meagre living he has had from his business.

NOTES AND COMMENT

CANADA derived a total of $21,510,250 in revenue and license fees imposed upon tobacco and tobacco manufacturers during the fiscal year ending March 31. Cigar manufacturers show a decline in the last year, when 218,497,375 were manufactured, while in the previous year 253,824,568 were made. Exports, however, were larger than in any previous year, 1,109,635 cigars having been sent to other countries.

The T. S. Ragsdale Redrying plant at Smithfield, North Carolina, is adding improvements costing $50,000. The present building is 50 feet by 180 feet, which will be increased to 150 feet by 180 feet, and the capacity from 35,000 pounds per day to 70,000 pounds per day.

It is reported that W. K. Gresh & Sons, of Norristown, Pennsylvania, will establish a cigar factory at Greensboro, North Carolina, with an anticipated early production of a million cigars a month, which will be largely increased.

Davis, Sherk & Mason of Reading, Pennsylvania, have bought the business and brands of John G. Spatz, manufacturer of "Heidel-berg" and "John Rolf" cigars, and will continue the production of the Spatz brands.

The Ernest J. Moss Company is settled in new quarters at 88 Front Street, New York; they deal in Manila cigars and Manila stripped fillers and will put on the market the "New Era" and "Sunshine" cigars.

The Dominion Tobacco Company, of the United States of America, has been authorized to do business in New York. The capital stock is $200,000, and M. B. Cohen, 70 Washington Street, Brooklyn, is the New York agent.

The Cigar Manufacturers' Association of Tampa, Florida, has been organized with the following officers: President, Jose Escalante, of Jose Escalante & Company; vice-president, Mariano Alvarez, of A. Santaella & Company; treasurer, Enrique Pendras, of the Havana American Company; secretary, A. A. Martinez. A board of directors was also elected.

Blakeslee-Snyder-Gardiner, Incorporated, of Buffalo, New York, cigar jobbers, will move on March 1 from 512 Main Street to 49 Broadway, to secure larger quarters.

George Washington was a tobacco grower and had a distillery on his estate at Mount Vernon. Enough said!

The G. H. P. Cigar Company of Philadelphia has purchased the six-story factory at the southeast corner of Third and Brown Streets. It was assessed for $85,000.

L. & H. Stern, Incorporated, of 432 East Tenth Street, New York, manufacturers of pipes and smokers' articles, have purchased the six-story brick factory on the northwest corner of Pearl and Water Streets, Brooklyn, adjoining the East River and Jay Street terminal.

The Bourbon Warehouse Company, Paris, Kentucky, has increased its capital stock to $130,000.

The Hodgenville Loose Leaf Tobacco Warehouse Company, Hodgenville, Kentucky, has increased its capital stock recently from $15,000 to $30,000.

Heridia y Co, manufacturers of the "Jenny Lind" cigar, have secured the building at 624 East Thirteenth Street, New York, and are moving into their new quarters as rapidly as circumstances permit, considering the snow blockade.

Kohlberg Brothers, of El Paso, Texas, have recently opened a cigar factory at Second and Dock Streets, Philadelphia. They have acquired the plant formerly operated by Mendel & Company.

CHARLES M. GUDKNECHT DEAD

Charles M. Gudknecht died recently at his home in West Philadelphia, aged 71 years.

Mr. Gudknecht had been in the cigar business fifty-one years, and dealt almost exclusively in high-grade imported cigars. His offices were in the Drexel Building. He was formerly chairman of the Membership Committee of the Union League and member of the Penn Club and Manufacturers' Club, and prominent in Masonic circles.

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

Deer Jim: Just as I think Ive got this cigar bizness down fine sum blaimed thing cums along and gets me all mixt up. Buleve me this running a store is just one dam thing after anuther as shaikspeer sed.

Ever sinse Ive bin generul youtilitie boy in this outfit that Persy has bin trying to get sumthing on me. I thought I had a good one on him today when he broak the glas in the frunt of a shocase, the kind of a shocase with a rounded frunt. He leened on it too hard. I told him shocases was maid to sho goods not to hold up fokes with rubber backboans.

He sed, "Thats so willie. I suppoze Ile haf to put in a new glas in this case. When you go down strete with that box of cigars for Captin Marvin I wish youd go into Jackson's and ask em if I can borrow theyer glas bender."

I nevver herd of a glas bender before but it sounded all rite to me becaws the glas for the frunt of that shocase wood shure haf to be bent, so I went into Jackson's and askt the man there.

Gee he give me the haw-haw rite off the rele. "Who sent you here for a glas bender?" he wanted to kno. I told him Persy was the guy. "Wel," he sed, "your sum easy mark shure enuf. I suppoze if he sent you out to get a box of auger holes and a pound of white lampblack youd fall for it. Say you must be purtie green."

Then I saw it was a joak on me. There aint enneigh such thing as a glas bender. What dyou kno about that! Wel, I lern sumthing every day that aint in enneigh book. Ile get even with that Persy yet.

The other day I got a purty good ideeah and I was going to rite to you about it before, Jim, but I thought Ide wate and see how she turned out.

I herd the boss telling Bob that there was too much stock of those evergrene perfectoes and he sed he wisht there was sum way of working em off before they went to seed. Then after that I saw Bob skraching his hed and I gess he was wundering how to get rid of thoze evergrenes.

I was standing there and I sed to Bob why dont you use em for Chrismus decorations?

Bob sed, "Bill you ought to have more respeckt for old age. Dont you kno thoze evergrenes has bin in stock sinse the boss opened up heer about a thousend yeers ago. I gess the name is what kills em. Can you beet it, calling a cigar a evergrene? The names makes em taste like hemlock twigs rite away before you lite one up."

Say, I sed to Bob, "Ile tel you how to maik em sel. Get a lot of littel slips of paper printed to look like coopons and on eech one say sumthing like this: 'Introdoocin Evergrene Cigars. This coopon good for 25% on your first purchis if 25 cents worth or more.' Then hand out a coopon to every customer just like youd hand out coopons if you gave em away or traiding stamps or enneighthing like that. Then every feller who taiks one will think heze got sumthing purtie good and heel bite on it."

Bob says he gesses Ime rite about that being a good ideeah and I admit it so that maiks it unannymus.

Wel we tride it and Bob and Spike both sed it workt the best of enneigh skeem weve tride in a long time. The boss says to Bob, "I gess you put it over that time," and Bob says, "Ask Bill. Hese the guy that sugjected this coopon plan."

And the boss he pattid me on the back for that, but the pat woodent buy enneigh tikkets to the mooveys, but Ime glad I had the ideeah. It diddent taik enneigh very grate branes to figger it out eeither. You see, when you do enneighthing that is different it maiks fokes stop and think, and when it looks as if it offerd em a bargain that stick theyer hands in theyer pockets. They look at that coopon and they say to themselves, "Look at that, sumthing for nothing, 25 per cent. Sum divvidend. Its a helluva good propposishun. Ile taik a doller's worth."

Our boss is generally awfully fussie about having things just where they belong. Heze got a motto up on the wall in the back end of the store and it reeds, "A plase for everything and everything in it" or sumthing like that. I ought to hav copied it down when I was looking at it.

You see, he figgers it out that if everything is always where you kno it ought to be and you can find it rite away, then you don't haf to waist enneigh time hunting for it and a feller can do his work qwicker and you dont haf to hav so menny men in the store and it maiks it cheeper to get along and thats a purtie good thing the way it costs now to run a store. Ile say it is.

Why, if I let everyboddy that wants to taik the bisikkel I ride when I go on errends and let em leev it wherever they left it, where wood I find it when I wanted it? I woodent get enneigh errends dun in a 1000 yeers. I put that bisikkel rite in its plase when

(Continued on Page 22)

BUSINESS BUILDING

By a trained Business man and advertiser

Written especially for The Tobacco World

by A. E. Pharo

All rights reserved

WHERE IS THE MAN who goes around asking, "Does Advertising Pay"? He's dead, poor fellow—dead as a dodo. Advertising pays so well that the house which doesn't advertise is soon a dead one, too.

Ever reflect, did you, that it pays you and all other retailers for manufacturers to advertise in THE TOBACCO WORLD, the magazines and the newspapers?

It does! It not only increases the business, but trains the public to ask for the advertised goods. That makes them "Quick Turnovers," and Quick Turnovers are the joy, the pride and the profit of retailers. The dealer who is wise enough to carry a goodly assortment consisting of nothing but Quick Turnovers is happy in the knowledge that his store is a "little mint," for it has a lively trade, its overhead is small and its profits handsome. Even though the goods are sold on a small margin and the profits on each sale are not imposing, yet a host of sales at moderate margins make a much larger total than few sales at big profits.

Here's good logic: The manufacturer's advertising makes Quick Turnovers, Quick Turnovers make a profitable store; a profitable store is what you want. Therefore, go strong on advertised goods.

The above is good logic, and it makes a sound like real money. Many a retailer has followed the idea, and it has helped change his place from a neglected store, which had the absent treatment of the public, to a bustling hive of business.

I SPEND A LOT of time reading high-brow stuff. It's dry as an ash-pile in the cellar and about as exciting as talking to your mother-in-law. But, gee, it has the real stuff. D'ye know those long-haired fellers are handing out the dope that makes little business men grow big, and that turns business failures into success. They are! Sure thing!

They say, "A man's business is the shadow of the man"—that it ain't his store, or his location, or his money in bank, or his handsome face that makes his business good. "It's the MAN," they say, and when they come to the word "MAN" they stand on their toes and shout as loud as they can yell.

They say if a man will wake up, get interested in his business, learn the rules of the Great Game, play it for all it is worth, he will get more fun out of it than sitting in the bleachers, or looking in the monkey cage. And his fun, instead of costing him money, as most fun does, will make his business grow, and grow, till he'll soon move to the Main Street of his town, in the finest store, and keep money in two banks.

Practical business men have tried this, and found the high-brows were right. Thousands are following their advice today, and they are Building Business, and being turned from little fellows into big ones. The Business Building Department will therefore have a few hints of high-brown stuff occasionally.

THERE ARE TWO WAYS to run a race. One way is to run with joy, enthusiasm and hope in order to gain a prize. The other way is to race with a sharp-horned angry bull, where it is a toss-up whether you are tossed up or not.

Wisely choose the first, Friend Dealer. Rouse your ambition, develop your enthusiasm, enter the Great Game with hep and pep. Play hard! Win! It's Great!

Leave it to the other fellows to be chased by the bull of competition and be tossed up or trampled down.

POINTERS. There's Judson, friend of mine, a cigar dealer, fine store on a busy corner, fine stock, fine trade. Being continually after pointers, I asked Judson how he climbed up when so many dealers stand still. "Pointers did it," said he. "I realized," he continued, "I must get out of the rut, do uncommon things, be up to the times.

"I cross-examined the traveling salesmen, asking them about the methods of the live wires they called on. I read my trade journals with my heart in my eyes looking for Pointers. I stopped in front of attractive show windows to get Pointers. I entered classy cigar stores and bought a cigar to get selling Pointers.

"I got lots of Pointers. Mighty good ones! Then I set my brain at work to put these Pointers in my business working for me. Yes, sir! It's Pointers built my business."

Pointers, P-o-i-n-t-e-r-s, POINTERS! They're worth their weight in gold. They may not lift mountains, but they'll lift you mightily in your business. "Where can you get 'em?" did you ask? Listen! Right in the pages of THE TOBACCO WORLD. Oodles and oodles of 'em. Pointers on buying, pointers on selling, pointers on advertising, pointers on window dressing. There they are like gold in the ground. Thoughtless ones never sense them as they hastily read the paper. Thoughtful ones, like Judson, dig 'em out and prosper. Why not go to it?

INDUSTRIAL ROBBERY

Here is a story that might be told in future years as symbolic of 1919, and, so far, of 1920:

John Brinsmead & Sons, British piano makers, have announced their intention of closing their factory and retiring from business. Their closing will turn adrift employees who have been with them for forty years. They set forth these reasons:

Before the war they were turning *out one piano a week for every six employees. In 1918 they were producing only one piano a week for every twelve employees. Now they are producing one for every eighteen employees.*

The employees, of course, are all paid a great deal more than they used to be. As a result of raised wages combined with multiplication of workers, it costs as much merely to polish a piano now as it cost before the war to make a complete piano, including materials. A director says:

"It is simply a question that we cannot go on making pianos at the present high cost and selling at the outrageous figures we do at a loss. We shall not recommence manufacturing, if ever we do, until we can manufacture economically and can sell at prices that will not be robbing the public.

"This is no quarrel with our workers. We have no difference with them. It is simply an unfortunate state of events that we are drifting into by the whole tendency of labor at the present time, which is to force prices up to such an extent that it is impossible to manufacture any more economically."

Here you have a situation that exists not only in the piano industry in Great Britain, *but in many industries in many countries, and which is today a significant and menacing fact in American life.*

High prices are generally held up as evidence that the dealers or middlemen are "robbing the consumer." *Here is a case where the manufacturer admits the "robbery" and is ashamed to charge enough for his goods to make a profit, but reveals the patent fact that he is not the real "robber."*

RITTER OFFICIALS IN KUGLER FIRE.

Twenty-five officials and employees of the Ritter Can Company were near death last Thursday night in the fire which destroyed Kugler's restaurant, one of Philadelphia's most famous dining places.

The party was dining on the second floor and made their way out through the fire and smoke after the lights had gone out.

L. F. Greig, vice-president and general manager, was conspicuous for his bravery in rescuing Mr. Holly, a cripple. Mr. Greig carried him down on his shoulders through the smoke and flames to safety. E. L. Gore, sales manager, led the others of the party to the street.

C. E. ROGERS, JR, WITH GEO. D. EMERY CO.

The cigar box lumber trade will be interested to learn that Charles E. Rogers, Jr., on March 1st becomes supervisor of and will attend to the cedar cigar box lumber sales department of the Geo. D. Emery Company, 220 Eleventh Avenue, New York City.

Mr. Rogers is well known in the cigar box trade, as he has operated a mill for some years, and has dealt quite extensively in cedar cigar box lumber.

ARE YOU MAKING A SURE PROFIT?

We were in a cigar store a few days ago, which had been built to a considerable business within a period of about four years. The store was large, well-lighted, well arranged with modern cases and racks, and bore the appearance of prosperity.

"Jonesy," we remarked, "you've done mighty well, haven't you?"

"Yes, I think I've been pretty successful. Four years ago I started with $900. Today I've got this store and the stock's all paid for. I think I've cleared up a tidy little fortune, for this represents $20,000 if inventoried."

"That's certainly fine! To what do you attribute this success of yours?"

"Well, you can put me down as saying this: 'Never sell an article unless you make a sure profit. This thing of bucking competition by cutting prices right down the line ends in losses. You can't make money by losing a few cents here and a few cents there, with the hope of making it up on some other article. You don't go into business to fight your competitors or to sacrifice profits. You're in business to make money and your stocks must do it for you. I never cut below cost. If I offer a bargain it is because I have been able to make my purchases so advantageously that I can offer the goods at a reduced price and still make money. That's why I have succeeded.' "—Trade Tips.

KENTUCKY TOBACCO GROWERS ORGANIZED.

The Tobacco Growers and Dealers' Protective Association was organized at Louisville, Ky., on February 28, by fifty tobacco growers and dealers, with the object of maintaining present tobacco prices. An effort will be made to induce the growers and dealers in Ohio, Indiana, Kentucky and Tennessee.

JASPER FOSSETT WITH PACIFIC LUMBER CO.

Jasper Fossett, for the past twenty-six years with the Geo. D. Emery Company, in charge of sales of cedar lumber for the cigar box trade, has joined the forces of the Pacific Lumber Company, effective March 1st. In his new connection, Mr. Fossett will have the entire United States as his territory for cigar box lumber, and will be Eastern representative for their products suitable for other industries.

Temporary headquarters of Mr. Fossett will be at 103 Park Avenue, New York City.

ED MOSER DEAD.

On Saturday, the 21st, E. S. Moser, a member of the firm of Niles & Moser, died at his home in Kansas City. Mr. Moser had been ill for some weeks prior to his death. Mr. Moser was fifty years old. He is survived by his widow and one son.

LEAF MARKET JOTTINGS

FOR several weeks the roads of Lancaster County have been, for the most part, practically impassable, but the steady delivery of tobacco has been resumed and the warehouses are easing it. The excessive cold has also interfered with stripping, but a few warm days would change that and complete the stripping of the crop.

Warehousemen say that the major part of the crop is in the warehouses. The largest packers of the district have received most of the tobacco purchased by their agents.

As to the remnant of the crop, it is estimated at about five per cent. and the crops remaining unsold are widely scattered. Some growers are asking as high as thirty cents a pound, but they are not getting it. The prices actually paid range from sixteen to twenty cents, with as low as thirteen cents for loose tobacco.

The growers think that a continued labor shortage will make the acreage to be planted in 1920 no larger than in 1919, and the leaf men are looking for an even better trade in 1920 than they had last year. With all its drawbacks the year 1919 was a fairly good one, but 1920 is expected to be still better.

Incidentally, there is a sentiment among the growers that there has been a little too much attention paid to quantity, which has resulted in the label "filler crops" on Lancaster County Leaf, and that the growers should specialize with a view of producing a higher quality.

***

In the South, gossip of the coming year has taken the place of business news. It is said that notwithstanding the fact that such enterprises have been generally unsatisfactory, the Durham farmers have made arrangements for running a tobacco sales next season. In North Carolina, all the old tobacco growers and a number that have not grown tobacco for years are busy burning beds and sowing seeds for spring planting. Everything indicates a larger crop than usual.

The market at Kinston, North Carolina, closed on February 12, with a total in dollars of about fifteen millions. The production in the Kinston section was the largest in history, amounting to some twenty-six million pounds. The average price was more than fifty cents a pound.

The Greenville, North Carolina, market closed on February 20, the season's sales amounting to some thirty millions of pounds for about $18,000,000. Next season the market will run triple sales.

Lynchburg, Virginia, reports that only about ten per cent. of the crop remains in the farmers' hands. Little change is noted in prices, except in wrappers, which are slightly higher; desirable grades are active, while common and nondescript grades continue weak.

Reports from Wisconsin show that during the middle of the month, temperatures of from 15 to 20 degrees below zero were passed out with gales and snow drifts, so that very little tobacco was delivered. The warehouses have been running very close. Virginia reports that approximately 35 per cent. was delivered to the packers by February 20 in the northern section, and 15 per cent. in the southern section, so that the north seems to have had the best of the weather conditions.

It is rumored that tobacco that has come in runs between 10 and 20 per cent. low grade in going over the table, in addition to throw-outs and fillers. Some of the 30 and 35 cent northern leaf showed the largest percentage of low grades. This was probably caused by the handling by inexperienced workers, which has been one of the constant worries of the trade.

The outlook for farm labor is about the same as for last year, with a tendency toward stiffening prices.

***

The "Edgerton Tobacco Reporter" says, in part, that a recent meeting of the Edgerton tobacco dealers "to talk over the advisability of forming a local tobacco dealers' association is the first step in this State to start such a movement. In Connecticut, Ohio, Pennsylvania and other eastern tobacco-growing States such organizations have been completed long ago. It seems that wherever they have been started, they have served to benefit the tobacco industry in its different branches. The committee, selected by the meeting, is in touch with the eastern organizations to obtain their constitutions and by-laws for the purpose of drawing from these whatever points might be suitable in drafting the rules and regulations of the organization here."

***

In Kentucky, reports from Owensboro include meetings of farmers to protect the district from the low prices prevailing in the district, which has resulted in many farmers holding their tobacco in the barns. The Greensboro district sold more than two-thirds of its crop when the prices were high, while the black patch of western Kentucky and Tennessee had only sold about ten per cent. of its crop when the drop came.

A half million pounds of Pryor tobacco sold recently at Owensboro for $11.50 per hundred, one of the lowest prices in three years. Buyers are blaming the foreign market exchange situation for low prices.

But this appears to have been a local slump, as the latest reports of the Louisville Leaf Tobacco Exchange show practically no deviation from those for February 14.

New dark leaf is quoted from $16.50 to $25; 1918 Dark Red Burley, $21 to $50; Bright Red, $32 to $65; Old Burley, $37 to $90.50; 1919 Dark Red, $20 to $45; Bright Red, $30 to $65, and Colony, $35 to $98.50. Trash

(*Continued on Page 18*)

Camel Cigarettes

BIGGER business in Camel cigarettes is heading your way every day. Camels quality and Camel advertising are booming this particular brand strong among every class of smokers.

You know that putting across Camels-by-the-carton boosts sales with a kick. Get your customers into buying Camels that way!

That's how you plug the cash register for a quick, healthy turnover. And, there's no better way of keeping customers' business right in your own store.

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

Tobacco Patents Granted

No. 1,328,466. CIGAR LIGHTER. Tycho VanAller, Schenectady, N. Y., patentee. Patent assigned to General Electric Company, New York, N. Y.

Patent for an electric cigar-lighting device comprising the combination with a pair of similarly formed insulating slabs, of a U-shape member embedded in the face of one slab, screws entering said U-shape member for securing the slabs together, two conducting strips fastened to the inner face of one of the slabs and adapted for connection with a source of electric current, a heating unit placed over said U-shape members, said unit having conducting pins thrust into frictional engagement with the conducting strips and a perforated cap supported by the U-shape member.

No. 1,328,516. CIGAR LIGHTER. Maurice A. Hemsing, Davenport, Iowa, patentee. Patent assigned to Davenport Manufacturing Company, Davenport, Iowa.

This patent is given for a cigar lighter composed of a suitably mounted standard provided at its upper end with an electric terminal, and a lamp rockingly mounted and provided with a wick-tube in proximity to said terminal; a spring-controlled bar, operatively connected with said lamp and provided with a circuit-closing member; a wire terminal supported in the path of the circuit-closing member; and means for imparting a supply of electrical energy to said terminals.

No. 1,328,988. WATERPROOF COMBINATION CIGARETTE, MATCH AND COIN CASE. Carl Eckart and Philip J. Richman, Chicago, Ill., patentees.

A patent awarded for a combination cigarette, match and coin case, comprising a waterproof bag attached at one end of a threaded ring forming the only opening into the bag, and provided at the other end with a perforated lap; a flanged screw top provided at its upper end with a perforated boss, threaded into the ring so as to form a closure for the opening into the bag, and forming a coin chamber opening into the interior of the bag; a suitable closure for such coin chamber, and a washer interposed between the threaded ring and the flange of the screw top.

No. 1,328,964. TOBACCO EXTRACTOR. Harry J. Penn, Madison, N. C., patentee.

A device for extracting tobacco plugs from a container, comprising a shank provided with a laterally-projecting hook, the forward edge of the hook being sharpened to a cutting edge.

No. 1,329,375. TOBACCO HILLER. Earl G. Collins, Pembroke, Ky., patentee.

Patent for a tobacco hiller, which comprises a beam, laterally spaced hilling shovels carried by the beam, links pivotally connected to the beam and extending rearwardly beyond the shovels, a compacting roller mounted between and journaled in the rear ends of the links, handles pivoted to the beam for adjusting with relation to the compacting roller.

No. 1,329,396. TOBACCO PIPE. William H. Gerhard, Austin, Texas, patentee.

This patent is for a tobacco pipe, comprising a bowl having a stem provided with a bore communicating with the bowl, bit having a longitudinal smoke

(Continued on Page 16)

Another big business builder for every dealer handling Bicycle and Congress Playing Cards!

HERE is another—the sixth—of the large, attractive series of advertisements designed to make your turnover on Bicycle and Congress Playing Cards even faster than in the past.

It is based on Auction Bridge—perhaps the most popular card game in the country today. And it is so written that it will not only interest those who play this most fascinating game, but also the countless numbers who would like to learn.

By increasing the number of people who play cards, and making the confirmed players play oftener, we automatically increase the number of playing cards used.

It's up to you to see that these playing cards are bought from *you*.

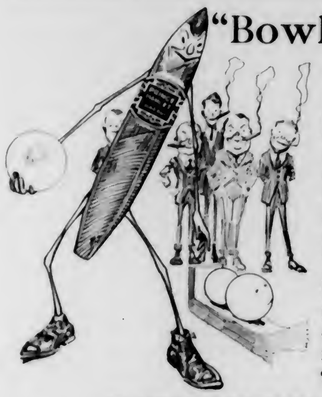
It will pay you to devote a window to Bicycle and Congress Playing Cards occasionally. We will furnish you with new and attractive display material—sent postpaid without a cent of expense to you. Write for it.

This advertisement, in much larger size, appears in such national publications as The Saturday Evening Post, Literary Digest, American, Red Book, etc., etc.

AUCTION at a glance
BICYCLE PLAYING CARDS
CONGRESS PLAYING CARDS
Come! Join us at Auction -
Let Foster teach you—free—in a few minutes!
HERE is what thousands have been waiting for—the complete rules of Auction Bridge, simplified and made so clear that anyone can now easily learn to play this most fascinating game. This booklet, written by Mr. R. F. Foster, the recognized expert, is actually what its name implies—*auction at a glance*. We will mail a copy free to everybody sending 20 cents for "The Official Rules of Card Games"—the 250-page card playing encyclopaedia, containing the complete rules for over 300 different games. Use the coupon below—or simply send your name and address with ten two-cent stamps.
BICYCLE PLAYING CARDS
make any card game more enjoyable. They are easy to shuffle because they slide easily and never stick or gum. They insure accurate dealing for the same reasons. Their large, easily read indexes speed up the game and save eye-strain. The quality material used in their manufacture enables them to outlast several ordinary decks.
Congress Playing Cards have gold edges, full color art backs, and come in telescope cases. Ideal for prizes, gifts and social play.
Revelation Fortune Telling Cards
Of course you have heard of Revelation Fortune Telling Cards—the new, mysterious deck that reveals the past and prophesies the future. Everybody is talking about them—thousands are buying them. Get a pack today. One color back design, in tuck case, 50 cents per deck. Colored back design, gold edges, in telescope case, 75 cents per deck. At your dealer's or postpaid
Send this coupon with ten two-cent stamps and we will mail postpaid, "The Official Rules of Card Games", and Mr. Foster's new booklet, "Auction at a Glance", free.
THE U. S. PLAYING CARD CO
Dept. —
CINCINNATI U. S. A.
WINDSOR, CANADA
OFFICIAL RULES of CARD GAMES

THE U. S. PLAYING CARD COMPANY

Dept. 6 CINCINNATI, OHIO, U. S. A. and WINDSOR, CANADA



"Bowling 'em over!"

SET your ball rolling down "Smoke Appetite Alley" *today* and score a "ten-strike" with your customers by "setting up" Prince Hamlet Cigars and displays in your show windows. You'll find yourself hitched to a tidy bit of cigar business that you *may* have been overlooking.

PRINCE HAMLET

2 for 25c.—15c.—25c.

Also 10c. and 11c. sizes

The Well-Balanced Satisfying Smoke

Our Car-Card Advertising is creating an ever increasing demand. We're in the game bigger than ever this year—*Watch us grow!*

BAYUK BROS. CO.

Manufacturers of the Famous "Mapacuba" Cigars, Philadelphia

New York, 119 Lafayette Street Phone, 3166 Franklin

Chesterfield
THE WELLBORE PIPE
GENUINE FRENCH BRIAR
WELL
C.P.F.
TRADE MARK
ESTABLISHED 1851
If you want the pipe which is known for dependability and economy you can do no better than to stock up with
Chesterfield
the pipe with the well—made well—and at a price to sell with profit to you.
KAUFMANN BROS. & BONDY
33 EAST 17th ST. NEW YORK

(*Continued from Page 14*)

passage terminating short of the inner end of the bit and having a branch passage forming a continuation of the smoke passage and leading to a lateral inlet opening, communicating with the bore, said bit frictionally engaging the bore at a point beyond said opening, and having at its inner end a longitudinally disposed chamber constituting a trap.

No. 1,329,595. ATTACHMENT FOR TOBACCO CANS. Robert R. Hamilton, LaHarpe, Ill., patentee.

A device comprising a bracket composed of an upper section, having a hook at its upper end, a lower section having a hook at its upper end and a right-angular extension at its lower end, and a pivotal connection between the lower end of the upper section and the upper end of the lower section, adapting said upper section to be extended above and in alignment with the lower section.

No. 1,329,757. CIGARETTE PACKAGE. John J. Fleming, Cambridge, Mass., patentee.

A patent for a cigarette package, comprising a casing adapted to be opened at its outer end, and a bunch of cigarettes arranged in rows and confined by the casing in close contact with each other, the casing being provided at its inner end with means supporting alternate rows higher than the other rows, the higher rows forming an extended support for the outer end of the casing, the higher rows being spaced apart so that when the casing is opened the members of a higher row may be grasped by a thumb and finger and withdrawn.

No. 1,329,916. COMBINED CIGARETTE OR CIGAR BOX AND MATCH-CONTAINING MEANS THEREFOR. Terry J. Magnuson, New York, N. Y., patentee.

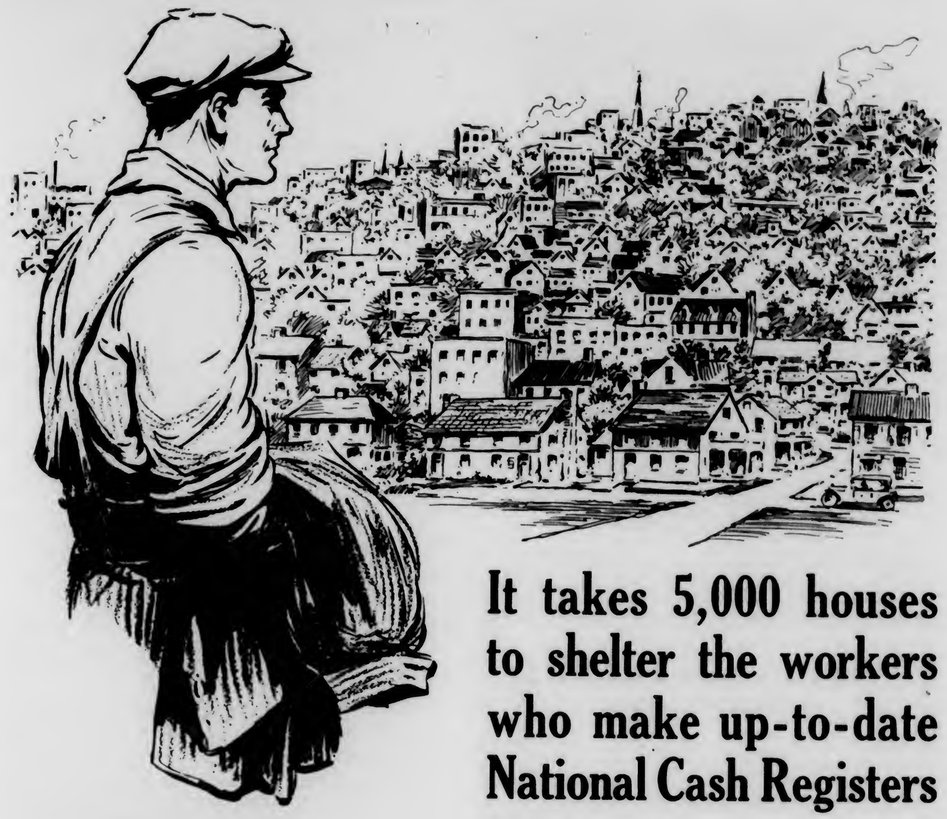
A match-holder comprising in combination a single layer of matches disposed side-by-side, retaining means comprising a yieldable layer disposed at one side of the matches and a layer disposed at the other side of the matches, said layer being provided with registering openings forming a pocket for the heads, the wall of said pocket traversed by said matches constituting an abutment to the heads of said matches adapted to retain said matches between said layers.

1,322,807. CASE FOR CIGARETTES. Alpha Metcalf, Attleboro, Mass., patentee.

Patent for a cigarette case having a body and cover, a hinge connection between the body and cover having a pintle, the back wall of the body having a cut-away portion, a leaf spring extending over the cut-away portion, means to secure the ends of the spring to the wall so as to leave the central portion of the spring free, and a holding arm having a right-angular extension formed with a sleeve.

1,331,331. PROCESS FOR IMPROVING TOBACCO. Knud Erslev, Nijmegen, Netherlands, patentee.

A process of improving tobacco, which comprises treating it with a carbohydrate-containing liquid containing a culture of at least one of the following micro-organisms: Micro-organisms capable of producing butyric acid and butyl compounds from carbohydrates, aromatic lactic bacteria, peptonizing bacteria, ester-forming species of torula, ester-forming fungi; whereupon, the tobacco thus treated is dried to the desired degree of moisture, and thereafter subjected to the process of fermentation, whereby the flavor and aroma and burning qualities of the tobacco are improved.



It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers

THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.

The National Cash Register Company
Dayton, Ohio
Offices in all the principal cities of the world

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 13*)

and lugs are the same, with a few unimportant variations, ts they were last week.

In Ohio a low sale of Burley was made at $19.45 average, but the quality was very poor. The recent average was from $27 to $33. About 75 per cent. of the crop has been sold, and growers have been warned against a large production this year except in tobacco of a superior quality, in which, this year, the State has been somewhat deficient.

In the Connecticut Valley it is now a foregone conclusion that there will be no further curtailment in the shadegrown acreage next year. Producers, it is declared, will grow more, no matter what elements of cost enter into the proposition. They contend that the prices which prevailed for this commodity during 1919 furnish every incentive to grow more. As the enormous price of cloth used in producing the crop is said to have been the chief reason in curtailment of acreage last year, hopes are entertained that cloth may drop in price. Already the big producers of shade are talking of increased acreage. Providing conditions continue as they exist now, it is not improbable that one dollar a pound for sungrown tobacco will again be heard of. Some of the sungrown tobacco has brought as high as seventy cents per pound.

HENDRICKS' COMMERCIAL REGISTER

Hendricks' Commercial Register of the United States for Buyers and Sellers, 28th Annual Edition, 1919-1920, has just been issued by E. E. Hendricks Company, Incorporated, of New York, at a price of $12.50.

This is a handsomely bound volume of more than 2500 pages.

The more it is examined the more forcible is the conclusion that it is a most excellent work, a copy of which should be in every sales and purchasing department. For the former it contains complete lists of all prospective customers and for the latter it shows at a glance the producers of any product which may be required. The list of trade headings covers from the raw material to the finished article all products connected with the electrical, engineering, hardware, iron, mechanical, mill, mining, quarrying, chemical, railroad, steel, architectural, contracting and kindred industries, and the firms listed cover producers, manufacturers, dealers and consumers.

Earnings of the Consolidated Cigar Company, for the first seven months of its existence, show a net profit of $468,020.

The firm of Walter & Goldman, of this city, is being continued under the title of Walter & Company, Mr. Walter having acquired Mr. Goldman's interest following the latter's death.

Joseph Widdefield, representing the American Box Supply Company, has been calling on the trade in Philadelphia with a complete line of the firm's articles, which include everything for the cigar manufacturer, except leaf tobacco.

MEET THE NEW EXPRESS PACKING RULES

WITH

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

The American Railway Express Company will refuse any paper-wrapped shipments weighing over twenty-five pounds, and their rules prescribe certain specifications for the use of corrugated boxes.
We can furnish you Corrugated Boxes guaranteed to meet these rules, as well as all freight and parcel post requirements.

CORRUGATED FIBRE SHIPPING CASES

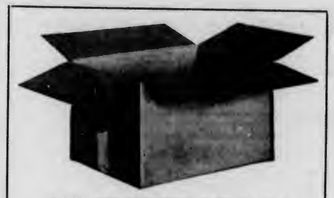
FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

They save you in **ORIGINAL COST**

They save in **TRANSPORTATION CHARGES**

They save in **WAREHOUSE SPACE**



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

If you are not already using them, tell us what you ship and how you ship it, and we will submit a sample box for your purpose and show you a

"big saving in cost"

Corrugated Fibre Shipping Cases are endorsed by Railroads, Express Companies and the Trade. They mean ECONOMY in cost. They eliminate losses through damage or pilfering.

It will pay you to investigate
Write us at once stating your needs

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

HOW FOCH WON THE WAR

"The Pipe Organ," representing Demuth & Company, has the following little article, that sounds rather good to us:

"When Marshal Foch was asked how he won the war, he replied: 'By smoking my pipe and refusing to get excited.'

"Foch recognized the calming, cooling, comforting influence of a good pipe. Can't you picture the old warrior now—sitting in deep meditation, planning some great offensive, calmly, cooly puffing until the mastering inspiration reached his brain?

"Foch's remark will go down in history as a great remark of a great man. 'Smoke your pipe and keep cool' will be a universal slogan—with deep meaning to the man who thinks.

"There is selling power in the thought 'smoke your pipe and keep cool.' The slogan, when seen, will make many a man enter the store where he sees the slogan."

THE MATCH INDUSTRY IN BELGIUM

The United States consul at Brussels, Belgium, writes that the match industry has long been of national importance in Belgium. It centered in the Province of Flanders. The chief reason for this seems to be the formerly large supply of wood and the cheapness of labor, which were peculiar to this section. The presence of many streams and rivers in Flanders gave easy means of transportation of the timber. For sorting and packing the matches, women, boys, and girls were employed at a very low wage.

Before the war the Union Match Company (L'Union Allumettiere, S. A.), of Brussels, turned out 40,000 cases a month (each case containing 1,000 boxes). In November, 1919, four of the nine factories of this company began running, and at present not quite 25,000 cases are being produced a month. The Union Match Company intends to reopen a fifth factory soon, and before many months a sixth one. These six factories, known as Le Groupement des Allumettes, constitute by far the most important group in Belgium and produce an output several times greater than all the rest.

At the present time this company is sending practically no matches to the United States, giving as its reason the extreme transportation difficulties and the fact that its output in no way meets the demand. Great Britain seems to be the best customer, and a special product is made for English use. Two small-sized boxes are produced for this trade, and the British colors are employed on the labels. A larger box in yellow is made expressly for Egypt.

OF COURSE

The hotel patron had waited fully an hour for a very slow waiter to serve two courses.

"Now, brother," he said to the waiter, "can you bring me some tomato salad?"

"Yes, sir," said the waiter.

"And," continued the customer, "while you're away you might send me a postal card every now and then. And the mails are slower than the male. Better made it a telegram."

Universal Smiles

NOTE the General Manager's cheerful countenance! He's 100 per cent. satisfied with Model M Universal Tobacco Stripping and Booking Machines and his face shows it. He has compared the costs and results of hand-stripping with Universal stripping and he ***knows*** that the Universal is a ***paying investment***. It speeds up production, cuts down operating costs and satisfies the employees. In addition, it saves floor space and conserves tobacco. With the Universal every particle of the choicest portion of the leaf is put to its proper use instead of going to the "cuttings."

Every day you are without Model M Universal means just so much loss in the money this machine will make or save you. Used and endorsed by over 1,000 cigar manufacturers. Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY
116-120 West 32nd St., New York Factory: 98-104 Murray St., Newark, N. J.

UNIVERSAL TOBACCO MACHINE COMPANY of Canada, Ltd.
108 St. Nicholas Bldg., Montreal, Canada

19, Bishopsgate, London, E. C. 2
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Advertisement

We, The Wiedmann-St. Louis Cigar Box Company hereby sell, assign, transfer and set over to E. Schurman, McPherson, Kansas, all of our rights and interest in and to a certain label for cigars, owned by us, and known as SCHURMAN'S COMMERCIAL, as per reproduction of label herewith.

We, The Wiedmann-St. Louis Cigar Box Company hereby sell, assign, transfer and set over to J. M. Ransom, Louisiana, Missouri, all of our rights and interest in and to a certain label for cigars, owned by us, and known as COMMERCE BOUQUET, as per reproduction of label herewith.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

LETTERS FROM THE STORE KID

(*Continued from Page 10*)

I cum in and if enneighboddy tuches it, theyyve got to settel with me.

I fixt the bisikkel enneighway so noboddy wants to ride it but me becaws it says on it "Heckers Cigar Store" and I advertise our bizness wherevver I go. Thats all rite too becaws I get my munnny out of the bizness and Ive got a better chanse if the bizness is better. I want to get higher up and so I want a bizness with plenty of higher up jobs in it. Ime that way, Jim. Say, how about higher up plases in the drug bizness? Hav you got your eye on sum feller's job up toard the top? Ime trying to lern all about Persy's job and buleve me, sum day Ile get his job becaws heze going to get the run as shure as me and Dazie can maik it.

Say Ime going to tel you what a feller told the boss the other day when he cum in to pay for sum cigars Ide delivvered to him to his offis. He sed, "That delivvery boy of yours is the only yung feller that evver cums into my offis and goze out and don't upset enneighboddy or raze the devvel with enneighthing or maik enneigh noize. He cums in qwiet and he lays down his packig qwiet and he smiles and heze gon." Wel thats rite, Jimmie. I don't drop in like a depth bom and maik a noize like an old fashoned 4th of July.

The boss told me once "Hand fokes packiges like you was maiking em a present. Be polite and smile and say darnd littel." That aint exactly the way he sed it, but you get me. He diddent haf to tel me twise. Ime that way.

But say, the boss himself aint such a smiler. Gee! Wel mebby he dont haf to smile. Sumboddy has to be a terribel living exampel at that, eh Jim?

When you maik up your mind to smile you just kind of get into the habit of it and you smile before you think. Why Ive caught myself smiling when I handed out sumthing when I had an awful toothake and Ile say thats going sum. But noboddy cares enneighthing about your toothake and they like the smile, so let her ake.

Yours to a greese spot.

BILL.

THE BURGLARY SEASON IN LONDON

Since Christmas there has been a startling epidemic of crime, in which burglaries have presented a distinct and disquieting feature. If one may judge from the signs of the times, neither a man's house nor his business is safe. Perhaps it is not always possible to lock against a thief. But no doubt ordinary precautions in the securing of premises would, in many instances, prevent nocturnal depredations, and thus minimise the number of offences. No man who owns property in the shape of stock is immune from attack, and tobacconists would do well to make the assurance of safety doubly sure by taking particular care that their business premises are properly fastened each night, and that no property in which they are interested is left to chance. We would remind them that cigars, cigarettes, tobacco and other smokers' accessories are now so costly that, from the shop-breaker's standpoint, they are quite as good as specie, and that in these days of uncertain supplies a raid on a shop and the depletion of stock might cause great inconvenience as well as positive loss.—London "Tobacco."

LUCKY STRIKE CIGARETTE

IT'S like this. Flavor is the thing that makes your cigarette enjoyable.

All right, then: Lucky Strike is the cigarette that gives you flavor. Because it's toasted.

Toasting! Flavor! Think of the appetizing flavor of a slice of fresh buttered toast.

And—it's wonderful how toasting improves Burley tobacco.

Isn't that all plain common sense? Of course. Get the Lucky Strike cigarette for flavor. It's toasted.

? Are you a pipe smoker? Then try Lucky Strike tobacco—it's toasted.

© Guaranteed by The American Tobacco Co. INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

INTERNAL REVENUE COLLECTIONS FOR DECEMBER, 1919

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1919.

(Figures for December, 1919, are subject to revision until published in the annual report.)

Products.		Dec., 1918.	Dec., 1919.
Cigars (large).			
Class A	No.	61,001,004	157,281,025
Class B	No.	284,863,431	216,146,200
Class C	No.	175,415,208	272,430,276
Class D	No.	2,654,514	10,267,827
Class E	No.	3,651,941	5,921,669
Total:		527,586,098	662,046,997
Cigars (small)	No.	59,139,250	45,491,540
Cigarettes (large)	No.	1,647,296	2,523,499
Cigarettes (small)	No.	2,788,379,210	4,578,641,450
Snuff, manufactured	lbs.	2,131,297	3,063,022
Tobacco, manufactured,	lbs.	25,276,695	29,409,443
Playing Cards	Packs	2,070,153	3,671,078

PORTO RICO

Products.		Dec., 1918.	Dec., 1919.
Cigars (large).			
Class A	No.	4,242,800	5,558,900
Class B	No.	6,333,000	5,830,870
Class C	No.	9,111,320	14,223,500
Class D	No.	5,000	411,550
Total,		19,692,120	26,024,820
Cigars (small)	No.	1,000,000	.....
Cigarettes (large)	No.	.....	100,000
Cigarettes (small)	No.	4,000,200	300,000

PHILIPPINE ISLANDS

Products.		Dec., 1918.	Dec., 1919.
Cigars (large).			
Class A	No.	2,200,150	17,526,350
Class B	No.	19,286,975	4,933,050
Class C	No.	1,039,885	1,618,654
Class D	No.	.....	550
Class E	No.	.....	1,100
Total,		22,527,010	24,079,704
Cigarettes (small)	No.	170,005	115,040

S. SILBERMAN COMPANY STARTS BUSINESS

S. Silberman, formerly production engineer for the Universal Tobacco Machine Company, and who has also been connected in a manufacturing capacity with Bayuk Brothers Company and T. J. Dunn & Company, has opened a cigar factory at 225 North Third Street, Philadelphia, Pennsylvania.

The concern will be known as the S. Silberman Company, and will manufacture the "Charles the Eighth" and "O'San" brands. These will both be high-grade Class C cigars produced with a fine shade-grown wrapper and mild Havana filler.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
250 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CANADIAN SHORT SMOKES

The Dominion Cigar and Tobacco Association are conducting a campaign against the publication of advertisements of fake tobacco cures and with excellent results.

Some dealers in cigarettes collect 20 cents for 18-cent lines, and others sell 15-centers two for a quarter.

Manufacturers in the Dominion are increasing their consumption of Canadian leaf tobacco and Quebec leaf samples are showing up better than ever.

"Probably most of the customers who have lit their smokes from a match held across the counter, have never stopped to consider why, but they left the store each time inwardly feeling pleased and impressed with the little courtesy, which surprised them slightly, and which they had not received in other stores."—"Canadian Tobacco Journal."

Vancouver cigar stores have been going into the candy trade heavily as a side line, but a drug store has dropped cigars and tobacco for candy.

Ontario producers are anticipating the introduction of the loose-leaf auction system prevailing in the Southern States of the United States. An investigating committee reports that the farmers have found that the loose-leaf system is the best of any yet devised, to return the best value for time expended on the development of the tobacco crop.

The production of tobacco seed in commercial quantities wil be undertaken by the Canadian Government at its experimental farms and a new station will be established in Southwestern Ontario. The seed will be grown under rigid inspection, and where possible, will be placed in sealed packages.

John H. Goetz & Company, of 203 Pearl Street, New York, importers of Sumatra and Java tobacco, have increased their capital stock from $250,000 to $350,000. There is no change in the management.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ROYAL TYLER:—41,585. For all tobacco products. January 17, 1920. Judgment Cigar Co., Greenville, Ohio.

CASA MARINA:—41,586. For all tobacco products. January 22, 1920. American Litho. Co., New York City.

HERBERT C. HOOVER:—41,587. For all tobacco products. April 24, 1917. American Litho. Co., New York City.

CUBAN ROLLS:—41,588. For cigars. January 23, 1920. W. H. Falkler & Son, York, Pa. Registrant claims to have been using this title for the past five or six years.

ROBERT EMMET:—41,589. For cigars and all tobacco products. January 2, 1920. Spietz Cigar Co., Detroit, Mich. Trade-mark acquired by registrant by a transfer from American Box Supply Co., Detroit, Mich., December 24, 1919; the latter company having acquired same from the Consolidated Cigar Corporation, New York City, by a transfer dated December 22, 1919.

(*Continued on Page 26*)

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office; 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

BLUM'S DE LUXE:—41,592. For all tobacco products. January 24, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

RICHARDSON'S SOUTH TERMINAL CIGAR:—41,593. For cigars. January 2, 1920. Richardson's, Inc., Boston, Mass.

VINCIFOIL:—41,594. For cigars, cigarettes, cheroots and tobacco. January 27, 1920. Prince Cigar Mfg. Co., Trenton, N. J.

CRESTA GARCIA:—41,597. For all tobacco products. January 29, 1920. American Litho. Co., New York City.

GARCIA CRESTA:—41,598. For all tobacco products. January 29, 1920. American Litho. Co., New York City.

MOISTO:—41,599. For tobacco pouches and smokers' articles only. February 3, 1920. Rogers Metzger Co., Inc., New York City.

NEW AMBASSADOR HOTEL:—41,602. For all tobacco products. February 6, 1920. A. E. Spriggs, Los Angeles, Cal.

ALVAREZ QUINTERO:—41,603. For all tobacco products. January 29, 1920. American Litho. Co., New York City.

SPANISH MAID:—41,604. For cigars and all tobacco products. December 29, 1919. J. W. Minnich, Son & Co., Dallastown, Pa. Trade-mark acquired by registrant by a transfer from the American Box Supply Co., Detroit, Mich., December 24, 1919; the latter company having acquired same from the Consolidated Cigar Corporation, New York City, by a transfer dated December 22, 1919.

POINCARE:—41,605. For cigars, cigarettes and tobacco. January 19, 1920. Adolph Frankau & Co., Inc., New York City.

VILIJA IN LITHUANIA:—41,606. For all tobacco products. February 7, 1920. The Moehle Litho Co., Brooklyn, N. Y.

GOVERNOR JOHN M. PARKER:—41,608. For cigars. January 28, 1920. Belkoma Cigar Co., Inc., New Orleans, La.

JOHN M. PARKER:—41,609. For cigars. January 28, 1920. Belkoma Cigar Co., Inc., New Orleans, La.

SUN FIELD:—41,611. For all tobacco products. February 10, 1920. Joseph Sommerfeld, Brooklyn, N. Y. Trade-mark claimed to have been in continuous use for five years.

ZAPPEION:—41,612. For all tobacco products. February 3, 1920. Pandora Cigar Co., New York City.

RICE LAKE CLUB:—41,614. For cigars. February 10, 1920. Anderson Bros., Inc., Menomonie, Wis.

GARCIA BAFFRA:—41,615. For cigars only. February 9, 1920. Joseph Cohen, New York City.

TRANSFERS

VIONA:—29,676 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered February 15, 1904, by O. L. Schwencke Litho Co., Brooklyn, N. Y. Transferred to El Predomino Cigar Co., Chicago, Ill., January 25, 1915. Re-transferred to The Moehle Litho. Co., Brooklyn, N. Y., January 29, 1920, and re-transferred to Gladin Bros., Chicago, Ill.

GARCIA MASTER:—40,456 (Tobacco Merchants' Assn.). For cigars. Registered November 24, 1917, by L. G. Widduck, Chicago, Ill. Transferred to Wm. J. Scindenberg Co., Chicago, Ill., January 30, 1920, for a limited period of ten (10) years.

DOUBLE CROSS:—29,967 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 28, 1905, by G. Merz & Son, Chicago, Ill. Transferred to Seyms & Co., Hartford, Conn., January 30, 1920.

PANAMA BOND:—17,634 (Tobacco World). For cigars, cigarettes and cheroots. Registered April 13, 1909, by T. A. Wadsworth, Detroit, Mich. Transferred for cigars only to Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., January 28, 1920. Re-transferred for cigars only to Sidney J. Freeman & Sons, New York City, February 9, 1920.

NORMAN KING:—24,561 (Trade-Mark Record). For cigars. Registered May 4, 1901, by George Schlegel, New York City. Transferred to A. Coolet Cigar Mfg. Co., New York City, December 7, 1901. Re-transferred to American Box Supply Co., Detroit, Mich., January 5, 1920, by Consolidated Cigar Corporation, New York City, the successor of A. Coolet Cigar Mfg. Co.

INTIMATION:—39,431 (United Reg. Bureau). For cigars, sigarettes, cheroots and tobacco. Registered November 13, 1915, by American Litho. Co., New York City. Transferred to Supreme Cigar Co., Poplar Bluff, Mo., January 29, 1920.

TE GUSTA:—10,826 (Trade-Mark Record). For cigars. Registered August 31, 1891, by George Schlegel, New York City. Transferred to Raymond Fernandez y Ca., Tampa, Fla. Re-transferred to Eduardo Gonzalez, Tampa, Fla., January 19, 1920.

EL LEDERO:—34,011 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 4, 1907, by S. J. Freeman Co., New York City. Transferred to Pasbach-Voice Litho Co., New York City, January 28, 1920.

FLOR DE RIOLETTA:—11,479 (Tobacco Leaf). For cigars. Registered January 31, 1896, by Gershel & Frankfort, New York City. Transferred to Calero & Co., New York City. Re-transferred to H. A. McCrary, Kansas City, Mo., January 13, 1919.

RIO VISTA:—11,073 (Tobacco Leaf). For cigars. Registered November 15, 1895, by Gershel & Frankfort, New York City; also registered by R. Monne & Bros., New York City, March 1, 1893. Transferred to Gershel & Frankfort, New York City, March 18, 1899. Transferred to Calero & Co., New York City. Re-transferred to H. A. McCrary, Kansas City, Mo., January 13, 1919.

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,
LIMA, O.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, Pres. J. A. VOICE, Secy & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9051 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9051

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 6

The TOBACCO WORLD

MARCH 15, 1920

265 MILES
96 HOURS CONTINUOUS WORK
THREE TIMES AS MANY CANS

LABOR conditions made it imperative to move our tin can manufacturing concern to another locality.

At the end of operation Monday, the millwrights began their work of dismantling the equipment for shipment.

Late Tuesday the entire plant was aboard cars and the minute the doors were sealed the cars started to roll.

By using express the equipment reached its objective Thursday morning, accomplished only by having a man right with the cars.

Again a large corps of men began the work of assembling and by working day and night the mill was ready to operate Monday morning.

This move enabled us to triple our capacity and we are prepared to accept for prompt delivery orders for all styles of tin cigar cans.

Ever improving.

To Serve --- To Supply --- To Satisfy

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

Exclusive Selling Agents for Cadillac Can Co.

Spanish Cedar

WHY do many of the largest Cigar Box Manufacturers prefer "EMERY" Cedar?

First: It is carefully and uniformly graded; the manufacturer can figure his cost in labor and material accurately.

Second: The uniformity of the lumber increases production.

Third: It is cut from the best Cedar logs that grow, and its quality reduces waste to a minimum.

Our stock is still comprehensive despite brisk and heavy sales and we will be glad to entertain all inquiries for solid Cedar cigar box lumber and thin veneers, for prompt shipment.

The Geo. D. Emery Co.

Importers of the

BEST SPANISH CEDAR LOGS

220 11th Avenue New York City, N. Y.

He writes: "Greatly pleased with one we have on trial. Express at once three more of your *WOLVERINE BUNCH BREAKERS.* Expect to add more in the near future."

He likes it because it SAVES BINDERS AND CUTS LABOR COSTS.

We want to send you one on 30 days' trial at our expense.

Write for one today

Wolverine CIGAR MACHINES

Price $25.00

West Michigan Machine & Tool Co., Grand Rapids, Mich.

TOPIC

HAVANA CIGARS

10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

8c.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Vice-President
JOSEPH F. CULLMAN, Jr.	Ex-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

FOR SALE—4000 ten and twenty section molds, both shaped and Londres. Address Molds, Box A-203, care "Tobacco World."

FOR SALE—VARIOUS KINDS OF CIGAR MANUFACTURERS' equipment. Address Mendel & Co., 117 S. Second St., Philadelphia, Pa.

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

WANTED

SUPERINTENDENT OR CAPABLE FOREMAN WANTED for cigar factory. Experience on suction work desirable. Unusual opportunity for man who can make good. Address Box A-202, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A-203, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 March 15, 1920 No 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradouni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO

10c

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO
OF ALL DESCRIPTIONS
PACKERS & DEALERS
EXPORTERS & IMPORTERS
OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.
Universal Leaf Tobacco Co.
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY
CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo
Established 1869
GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS
The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE
WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler
WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler
WAITT & BOND, Inc.
NEWARK NEW JERSEY

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

Volume 40 THE TOBACCO WORLD Number 6
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, March 15, 1920 Foreign $3.50

Climatic Conditions and Labor Shortage Make the Cigar Box Lumber Situation Serious

IN the last issue we set forth what we believe to be an honest statement of the situation in the cigar box manufacturing industry. That this reached an appreciative audience is evident from the letters we have received from both cigar and box manufacturers.

The cigar box industry is no different from any other and it ought to be evident that if lumber advances four to five hundred per cent. this must be passed along, just exactly as every other industry run on a business basis has done.

And it is still more evident that if cigar box plants are going to produce at all they must pay the girls as much as any other industry competing for their labor. The cigar manufacturer has been through all that and knows that he is paying many cigarmakers a higher wage than many instructors or professors receive from colleges and universities.

If cigar box manufacturers are going to produce cigar boxes they must have labor, and if they are to have labor they must pay a wage somewhere near what the girls can earn in other industries. And if the cigar box makers pay those wages it must go into the cost of the boxes just as the cigarmakers' wages go into the cost of cigars.

The United States was founded on principles that stand for fairness, equality and justice, and if there is anything American in attempting to coerce an industry into operating at a loss, or calling them profiteers because they insist on earning a profit on their investment, we are utterly ignorant of the meaning of the English language.

For the benefit of those who may be in doubt as to the real crisis that exists in the cigar box industry at this time, we are presenting herewith some facts regarding the cigar box lumber situation. And the cigar box lumber situation is influenced entirely by labor and acts of providence, and if there is any one who claims to control or adjust either of these, will he please raise his hand.

In the first place a very high percentage of the lumber manufactured for cigar boxes is grown in this country. Anyone who cares to do so, may refer to Government reports and find therein the fact that the heavy rains, floods and storms in the South during the past eighteen months are unprecedented.

Careful investigation proves that these conditions alone have curtailed the production of logs at least fifty per cent.

The demands of labor have become increasingly heavy and while the demands are being met, labor is giving only fifty per cent. of the efficiency that it gave at the lowest wages. As this condition exists in almost every industry it is not to be expected that the lumber business is an exception.

Cigar box lumber men who own tracts of timber are unable to get at it because of the floods. There is practically no log market of any consequence, and what few logs are put on the market are less in number than the buyers who are waiting to snatch them up.

The cigar box lumber mill in order to get lumber at all must go into these log markets and bid against the buyers representing other industries. Cigar box lumber brings a higher price in other industries than it does in the cigar box business, and it takes no stretch of the imagination to see why in this period of great scarcity of lumber, the cigar box lumber has advanced three or four hundred per cent. The great wonder is that the cigar box lumber mills have been able to buy logs at all.

Under this condition is any sane business man going to make a definite price for lumber prior to shipment, when he knows that to get it he must go into the market and bid for it? More than one lumber concern has done this, and every one of them has taken a big loss as a result of it.

And how can the cigar box manufacturer be expected to make *his* prices in advance when he does not know what the lumber is going to cost him until he gets the bill.

There will be no good logging weather before May or June and in the meantime manufacturers of cigar box lumber are compelled to go into the open market and outbid buyers from others as well as their own industry in order to get logs.

As long as this condition exists neither the lumber man nor the box manufacturer can do other than make prices only after he has the bill for the lumber.

It is certain that lumber is going still higher. (We discourage this sort of talk, but why deny conditions that every man familiar with the lumber business knows exists.) And this certainly means that cigar boxes will go higher. The cut-throat competition of the old days is coming to an end. It is now a stiff struggle for existence with every small and many large cigar box manufacturers.

We take it that it is a function of a progressive business paper to print facts that have a vital influence on trade conditions. We are doing our best to set them forth without any excuse or apology. They may not meet with favor, but they are the truth. And those who seek to deny the truth will meet with no opposition from us.

And if there are any who read this article who are of a speculative mind, and who think that even with the present prices there is real money being made in the manufacturing of cigar boxes, we can put such interested parties in direct touch with cigar box manufacturers in various sections who are willing to sell their equipment and property at a fair price and go to work on a salary for the new owner.

Brazilian Tobacco Recalls History of Porto Rico and Manila

IT has not been so long but what manufacturers can remember the time when Porto Rico tobacco went begging at 5 cents a pound—refused by manufacturers then who would gladly pay $1.25 a pound for it today, if they could get it.

But the public once more demonstrated that cigar manufacturers, while being expert judges of tobacco, cannot qualify as experts in deciding what the public will buy. Porto Rico tobacco has grown so in favor that today there is a sale for ten barrels for every one being shipped into this country.

We behold the "mild Havana" cigar constantly growing in demand and a public eager to absorb those brands that have established themselves. It is not to be wondered at that Porto Rico stocks are decidedly short.

Manufacturers will find that if they turn to Havana, they can buy it nearly as cheap as they can Porto Rico. But should the manufacturing trade rush for Havana there will quickly develop the same situation as that which holds with Porto Rico.

In this connection we wish to warn manufacturers who buy Porto Rico from other than reputable concerns of established reputation or those in whom they have implicit confidence, to assure themselves that they are really buying Porto Rico tobacco.

Two instances have come to our attention which we believe the cigar manufacturing industry should take heed of.

It is reported to us on the most reliable authority that in one case tobacco grown in a northern filler tobacco state was shipped to a southern stemmery, was stripped and packed in barrels and shipped north again. As to why it was packed in barrels, the trade can draw its own inferences.

An equally regrettable case has been brought to our attention by a friend of the industry, where domestic tobacco was shipped to the Island of Porto Rico in cases, stripped there, packed in barrels and reshipped to the United States. The fact that it was packed in barrels, marked with the stemmer's name, and port of shipment, would convince the careless buyer that he was getting just exactly what the appearances indicated.

We believe that such practices are beneath the dignity of the established and reputable leaf houses of this country, and for that reason we emphasize the statement that cigar manufacturers in buying this tobacco should take every possible means to satisfy themselves that they are getting what they think they are.

Relief in the situation for leaf tobacco suitable for high-grade cigars, is to be found in the new types of tobacco that are gradually being introduced into this country. Among the more prominent are Brazil and San Domingo types.

Brazil tobacco was, until the war, largely absorbed by Germany, and Germany took good care to keep the fact to herself. The tobacco was grown in many instances by German colonists and was produced in the thorough manner in which they went at everything. The cream of the crop went to Germany and into high-priced cigars.

Since the war Brazil has taken greater interest in her tobacco growing and has been looking for markets in the United States. It has been tried by some few manufacturers and they claim it is proving successful, in view of the fact that the public is buying the cigars in which it is used and calling for more.

This proves again, that the manufacturer is not always a good judge of what the public will like or won't like. And after all, the test of a cigar is what the public thinks of it, regardless of what it is made of.

The cigar manufacturer who has the opportunity to give Brazilian tobacco a thorough trial may make a discovery distinctly to his advantage, if he remembers the history of Porto Rican and Manila tobacco.

The Central China Airplane Tobacco Express

London "Tobacco" says that aviation has for some months been employed for commercial as well as postal purposes, but trading by aeroplane had not included tobacco until a few days ago, when the American Tobacco Company commenced an aerial service to Central China. Six Curtiss machines are, it is reported, now being used by the company to carry their commercial travellers as well as supplies of tobacco and cigarettes to the heart of "the Celestial Empire."

The company are thus exhibiting commendable enterprise in a region in which trains and automobiles have not yet been introduced. The experiment will be watched with interest. There is no part of the world inaccessible by aeroplane, and the company may possibly prove the pioneers of a system of tobacco distribution which may expand in populous countries where the elimination of time is of primary importance.

LEAF MARKET JOTTINGS

THE Lancaster County 1919 crop of tobacco is running very light in weight. Estimates of the actual weight per acre range from 1100 to 1200 pounds. The leaves are generally thin in texture, making high-grade binders and fillers.

About the time that everyone expected things to loosen up, so that the remainder of the crop could be marketed, the big storm blocked everything in the way of transportation, and the State is just beginning to crawl out of the drifts. Some sales of the remnant of the crop have been made at eighteen and twenty-two cents.

The 1920 acreage will depend somewhat on the labor situation. The growers are well satisfied with this year's prices, as they have good reason to be, and have no doubts concerning 1920 prices. It is probable that the acreage will equal if not exceed that of 1919.

The Lancaster County Tobacco Growers' Association is still advocating selling direct to the manufacturer, though as a matter of fact most of the growers have sold to individual packers this season. Whatever may be the policy outlined, the growers will take advantage of circumstances and sell or pack at sums most profitable at the time.

Practically seventy-five per cent. of the 1919 crop has been delivered to the local warehouses and nearly ninety per cent. has been stripped.

Through the efforts of H. C. Reinhold, chairman of the advertising committee, the Ford Educational Weekly will send movie men into Lancaster County this season and take moving pictures of the industry. Two trips will be necessary, one at the planting time and the other at the harvesting.

In order to assist in fighting the anti-tobacco propaganda which is being spread broadcast in the United States the association will send a representative to Washington May 19 to attend the conference of allied tobacco trade bodies, which are fighting the campaign started against the use of tobacco.

Items from the Southern market are very scrappy and of minor interest. The total sales of the Winston-Salem tobacco market, from August 1st to March 1st, were 33,106,281 pounds, which brought $16,206,650, an average price of $48.95 per hundred pounds.

Richmond warehouses sold about 100,000 pounds of the remnant of the crop, made up almost entirely of sun-cured leaf. The market was somewhat more active and a little better average was made on the sun-cured, it being about $20 per hundred. April 2 is the final closing day, as fixed by the Richmond Board of Trade.

In Wisconsin advices up to the present week are that the tobacco has been hanging dry in the sheds and sales of the 1919 crop have been very few, so far this month.

In the northern section many warehouses have closed down on account of lack of tobacco to handle, and those who have been able to continue have done so with greatly reduced forces. Growers who based their financial arrangements on expected early March tobacco money, have had little trouble in obtaining extensions, or in borrowing money to tide over emergencies.

The changes are good that before the end of the month the tobacco will come down, the warehouses will be running with full crews; money will be plentiful, and the present feeling of disappointment will give place to cheerfulness. Conditions like the present do not often happen, but they did in 1904, and to some extent in 1907 and 1908.

In Kentucky there has been a slump in prices for some weeks, not of the grades already purchased but of poor and medium tobacco, which has been held back to keep it from competition with the better grades, and this tobacco will drag along for some time to come.

For instance, a recent week's sales at Lexington consisted of about five million pounds were sold at an average of $35.66, while sales to date approximated sixty million pounds at an average of $48.02.

Offerings were better at Lancaster, Ky., where the season closed with four million pounds sold at an average of $49.75.

At Paris tobacco netted strong and the feature was a high average of $89.13 for one crop.

Louisville official quotations for leaf are: Dark red, 31 to 50; Bright Red, 32 to 65; Colony, 37 to 90½ for old Burley tobacco, and 16 to 25 for manufacturing.

The 1919 Burley prices for leaf are: Dark Red, 26 to 45; Bright Red, 30 to 65; Colony, 35 to 98. The dumping of poor stuff has reduced the market prices of trash.

In Ohio there are no present indications of activity. Zimmer is quoted at 20 to 22 cents, and Kebhardt at 18 to 20 cents, with very little buying reported.

Recent surveys of the Ohio leaf situation seem to indicate that early estimates of the 1919 crop were exaggerated.

Deer Jim. Wel I got a raze and I diddent ask for it too. Fridie nite I was about the last one to leev. There was just the boss and Dazie left ballansing up the munny. Sum ballansing act too He say. I kno becaws I forgot a book I wanted to taik home and I went back after it and the ballansing was going on. The boss was sitting on the tiperiter chair ballansing Dazie on his nee.

I pertended not to see enneighthing but I cood see that they unballanst rite away. I got my book and went out and never sed a word. The next nite when the boss pade me he sed, "William yure doing so wel and you hav such good sents about keeping your mouth shut about things that happen in the store that Ime going to raze your wages and theres a wekes back pay in the envellop."

I sed "Thank you, Ime doing the best I can about keeping my mouth shut and my eyes too. Ime much obliged." But I spoze a feller can rite things to his ole pal, cant he?

I guess I erned a raze at that becaws Ive bin plugging pretty hard for the store laitly to beet the band. You see theres bin a new offis bilding opened rite on our strete and a lot of bizness men is in there that used to be sumwhere else noboddy knoze where. And I thought it wood be a good skeem to get sum of them to traid with us.

So I maid up sum packiges of advertising things we hav, sum maches and blotters and in each one I put a coopon a cigar man sent us to interduse a new cigar by givving one free for a coopon. I talkt to Bob about the skeem first and he sed to go to it.

And whenever I had to go in that new bilding for enneighting Ide taik sum of theze little packiges and when I cum to an offis Ide see the man's name on the dore and Ide rite it on a packig with my founten pen and taik it in and leev it for him with the stores compliments. Pretty good, eh Jim?

Sumtimes Ide find the feller himself rite there and heed talk to me and Ide tel him about our store being the biggest and the best cigar store enneighwhere in the city and sumtimes heed kid me and weed get ackwainted.

And then when I wood be in the store sum day and that feller wood cum in heed kno me and Ide tell the clerk who he was and then him and Bob or Josey or mebby even old Persy wood get ackwainted and that feller mite get to be our regguler customer.

Bob sed to me last nite, "Do you kno how menny fellers hav cum in heer from that new bilding becaws you went to see em?" and I sed I diddent, but Ide gess six. He sed "Thats a pretty rotten gess all rite. I kno of 15 and of coarse I dont kno how menny more mite hav cum and me not kno it. So that aint so bad as it mite be."

So Ive got orders from the boss to maik it a part of my reguller job to call on bizness men in theyer offisses and Ime getting to be a grate vissiter, one of them littel vissiters you reed about.

I experrimented all our advertising stuf out into sirculashun in a littel while so we had to get sum more and we rote to sum more manufackshurers and got more stuf and weer all reddy to go ahed agen.

I had to go over to Murphys store today to get cigaret papers and when I went in theyer dore stuck so I coodent hardly open the blaim thing. I wundered why they diddent fix that dore so a customer cood get in without a jimmie.

When I got the cigarets and went back it seemd as if our own dore diddent open enneigh too easy at that. I woodent hav thought about it if I haddent just bin kicking about that other dore. So after I giv Bob the cigarets I went back and tride our dore agen. Buleve me it opened just as hard as Murphys dore onlie we never notist it becaws we go out an in all the while and weev got used to givving it a big push. What do you kno about that? There I was, Jim, kicking about anuther cigar store dore not opening eazy when my own dore stuck like it was naled fast.

Persy was the first one I saw after I tride that dore ideeah. I askt him, "Persy did you kno our dore sticks so I cant hardly open it?"

"I shood worry," he sed. "If you cant get in the dore, stay out or cum in the window." That gink gets my gote. I hait him and he knoze it. He get even with hum sum day.

"What about customers?" I askt him. "I dont care how hard it is for me to get in. Ime young and strong, but customers is sumtimes old and feebel and theyer munny is just as good as if they was prize fiters and if yure dore is hard to open they mite go sumwheres else.

"Let em go. If they go to Murphys theyll find his dore is worse than ours," sed Persy.

"There," I sayz. "You kno how Murphys dore is becaws you notist it but you never notist our dore which is just as bad. Why dont you taik the mote

(Continued on Page 22)

A New Era Coming in Cigar Manufacturing

THE TOBACCO WORLD lays no claim to clairvoyant powers in pointing out that its exclusive articles dealing with the use of machinery in the cigar manufacturing industry have in the main been borne out, and that the use of mechanical facilitating devices today is limited only by the ability ot the machinery manufacturer to deliver them.

We are frank to admit that we did not expect the industry to turn so rapidly to machinery, and we are of the opinion that the sudden change in the mental attitude of many manufacturers was rather the result of a condition, than of a conviction.

There are still many cigar manufacturers who continue to fence themselves about by old methods and old tradition, apparently determined to deny that "the world do move" and that there is a new spirit of progress and openminded becoming apparent in the new generation of cigar manufacturers.

The new cigar manufacturers, or the generation succeeding to old and established businesses, are not so surrounded with traditions and the idea that there is "only one way" to do anything. These men are receptive to new ideas, to the consideration of new methods, and to a new order of things generally. We can point to numerous small concerns that have started up in the last four or five years with a new vision, who have made more progress in that brief period than many manufacturers who have been going along in the same old way for the past twenty years.

In the production of any article, the human element is a fundamental factor, and particularly in the cigar manufacturing industry. When we speak about the high cost of this or that material, and resolve it down to an honest basis, it is the labor problem which dominates the whole situation.

Raw materials are high. Granted, but Nature has not charged anything additional for producing. The real high costs begin when an article is taken from Nature and started on its way to a finished product. Labor demands a high price for helping to get raw material, and it is not getting it out as fast as it should, in other words, under-producing. And all along the line increasing labor costs and higher overhead, which again is fundamentally labor, add to the mounting costs.

It is therefore apparent that the real crux of the situation in cigar manufacturing, and other industries as well, is labor.

The great majority of labor today is more concerned with earning a set sum of money per week than it is with giving the highest possible production. Furthermore, labor is careless and is antagonistic.

We may try to deny that these are the vital factors in the industry, but the fact remains that they are.

The first problem the new cigar manufacturer is seeking to solve is the one of antagonism between the employee and the employer. And the second is the elimination of waste and the speeding up of production.

The new manufacturer realizes that cigar factory foremen must reconstruct their attitude toward the cigarmakers, that new foremen must be taught, if necessary, the new way of working *with* the help.

The old type of foreman, with some exceptions, of course, through no fault of his, knows only two ways of handling help. If it is scarce he *begs* them, and if it is plentiful he *drives* them.

Right here lies the fundamental factor which has created a barrier between employee and employer.

The new type of cigar manufacturers *know* that the day is past when labor can be successfully handled in that manner. He is seeking a man as foreman who understands *human beings*.

When we consider that the wages paid cigarmakers today are higher in the average than the salaries of instructors and professors in most colleges, it is easy to understand how it would be possible under changed conditions to attract a higher type of men to the cigar industry.

The industry has raised the wages, but it has not raised its standards. And the higher the standards, the better and more intelligent the class of men and women who will be attracted to it. By bringing brains into the workshops there would be a great advance in cigar making. For it must be admitted that now the making of cigars requires only nimble fingers. If it required constant concentration of mind, there would not be that constant flow of conversation noticed in the factories of the North, nor could the cigarmakers in Tampa, following the droning words of the reader, if their minds were concentrated on their work.

This is why it is paramount that the man who handles and employs help should know as much about psychology as he does about cigarmaking. He will know how to work *with* his help.

The new cigar manufacturer is seeking to establish the cigar industry on a higher plane. He is seeking to get American girls and men to work in his factories, and he is seeking to make conditions attractive to these people.

A free-born people, such as the American, will not work under conditions where they are driven, regardless of how high the wage. They prefer less money and more congenial surroundings, and this is one reason why the American girl represents but a small percentage of the cigarmakers along the Atlantic seaboard.

Why is an effort being made to attract the American girl to the cigar factory? W. R. Hotchkin in his article in "Printers' Ink," entitled, "What Is To Be Done About the High Cost of Small Production?", tells some of the reasons. He says:

"The American worker has always been the best producer in the world. He has always accomplished more—worked faster and with larger results than other workmen—because of his ability, his energy, his ambition to be better than others.

* * *

"How shall we Americanize American workmen all over again? How shall we replant the seeds of American industry, energy and ambition?"

And then he goes on to say:

"Let's start a slogan: 'Do More Today.' Then let's start wearing the button—get everybody wearing it. Let's root for it, as we did for the Red Cross and the Liberty Loans. Let's make it an honor to be a member of the '*Do More*' party, and let's mark every man and woman as a slacker who doesn't want to belong."

Our recent troubles in the cigar manufacturing industry have not come from the American workman, but from the foreign element. And who are they? They are groups of men and women with a blind idea of a higher daily wage and a greater freedom. The vast majority have come to this country unable to speak or write the language, and with no desire to acquire it. As soon as they become located, they immediately segregate themselves and the groups of every nation will be found clustered together in the various parts of every large city.

By regrouping in this country they still retain their old ideas and old ways of living and doing, and except for the higher wage and greater freedom, get nothing more from this nation's vast storehouse of opportunites, nor do they give anything except indifferent production.

Because they try to transplant their old standards in this country, and make no effort to speak or read the language, they are totally unable to understand either the ideals or traditions of this great nation.

The crying need today is for the Americanization of labor. Some manufacturers have already undertaken to provide educational facilities, and where they have secured the interest of their workers they have obtained most satisfactory results.

The cost of educating and Americanizing foreign help can be no greater than the loss of time and material and production, due to ignorance, wasteful methods, and an inherent spirit of indifference.

It is not to be wondered at that both old and new manufacturers are seeking to establish their factories in small towns where American help can be obtained and where the spirit and traditions of the American workman mean an interest in their work, a desire to produce, and an intelligent comprehension of their occupation.

The loss in production in teaching new help to handle their tobacco economically, will be more than offset by the saving in waste, and over a very short period of time, too.

Cigar manufacturing has never been as efficient as any other industry of equal importance. Its product has been sold at a low price, because materials and labor were cheap, and not because there was any standard of efficiency.

The first step in the reduction of prices, means the absolute elimination of waste. And it means a cutting down of the loose system that prevails in some section of the country where the cigarmaker gets far more cigars than he is entitled to. There is no more reason why cigarmakers should be given or be allowed to take away cigars from a factory, than there is that a girl in a stocking factory should get a couple of pairs to take home every night, or that a girl in a watch factory should walk off with a watch or two when she goes home.

Manufacturers whose shrinkage of tobacco runs into thousands of dollars beyond the allowance made for free smokers, will find food for thought in this suggestion.

It is our intention to run a series of articles setting forth what is happening in the cigar manufacturing industry and what may reasonably be expected to happen as the standard of the business is raised.

These articles will involve things seen and heard in the cigar industry over a period of thirty years in the closest contact with all branches of cigar manufacturing.

The cigar manufacturer who reads these articles with an open mind will find much food for thought in them. It is not of so much importance that you agree or disagree with this or that statement, as it is that you read and *think*.

It is something like a poker game where every man chips in and one man gets the whole pot, except that in this case many men have chipped in an idea or a suggesfion, and every man who reads may have the whole pot, or whatever part of it he can absorb or use.

The whole thought behind these articles is the idea of *constructive* criticism. The Tobacco World is not interested at any time in attacking an individual or condividual or concern. It is interested at all times in criticizing in a constructive way, principles or conditions that are detrimental to the industry.

Printing things that lead men to *think* is the foundation stone of progress. And after all, no industry is no greater than its business papers, viewed from the standpoint of intelligence and progress.

The day of the write-up, and of the columns of personals appealing to the vanity of the subscriber, is coming to a close. In almost every other industry of any consequence the doors have been locked forever on this kind of editorial buncombe.

The Old Dudeen

Although we have smoked pipes for years and have grown to love several, modesty compels us to say that we doubt whether we could have won the war by smoking a pipe. Foch says that he did. This tends to show that while smoking is not prohibited men may be a little free but not always equal. Pipes, perhaps, do not affect the world's destinies as much in one mouth as in another. Nevertheless, when Foch testifies that he won the war by smoking a pipe we rejoice in it; it heartens sinners like ourselves as much as did the famous old photograph of Mark Twain and his calabash.—Collier's Weekly.

BUSINESS BUILDING

By a trained Business man and advertiser
Written especially for The Tobacco World
by A. E. Pharo

All rights reserved

DIDJA EVER REFLECT ON the Law of Growth—that wonderful law of nature? Nature tells everything to Grow, and if anything disobeys that law and don't grow Nature hands them one and puts them on the chute. This law applies to your business, and your business is in real danger if it aint growing. If you can't grow any more in your special field then take on some side lines and push 'em for all you are worth. But be sure and Grow. That's the command and it's dangerous to give it the go by.

DID YOU SPOT that sentence in the last issue of The Tobacco World about "Pleasing the Eye"? I hope you did, for it is worth its weight in gold. It is one of the many real valuable Business Pointers which The Tobacco World is continually handing out, and which jingles like real money. I will repeat it:

"Almost every competent manager of a cigar business," it stated, "will very promptly admit that the vast majority of smokers buy and smoke with the eye. The cleverest salesman in the world may explain that a certain article is high quality and worth the price, but if the appearance of the goods does not back up the statement there is no sale."

You knew, of course, that it is very, very important to please the eye of the customer, but had you ever let it sink in so you grasped its full and tremendous importance, and did you ever reflect that as a little dust in your eye can so blind you that you can see nothing, so a little disorder among your goods, your show window or your store may kill the pleasing effect you want to produce in the minds of customers? It is really so.

THE DEALER WHO IS REALLY on the job will read the advertising pages, and read them with care. There's a reason! They contain the information of manufacturers who make the things you need.

New brands, new concerns, new lines, and new equipment are continually coming out. You really should keep posted on them, and every once in a while you will want to buy something. By reading the advertisements you will know what is what, you will keep posted, salesmen will find you are on the job, you will get the best. It is the best that wins. Always!

And don't read the advertisements hastily, with your mind far, far away. That does no good! Read 'em to learn; you will learn a lot, and your knowledge will make a sound like money.

THE BEST POINTERS come from the firing line of business. If you, Mr. Advertiser Man, or you, Friend Dealer, have any practical idea, suggestion, scheme or stunt, which lends itself to Building Business won't you "take your pen in hand" and pass it on to the fraternity through this department. Perhaps you have a thought how to build up a box trade, or how to obtain mail orders from nearby folks outside your town. Or something novel in the way of a show window effect, or a newspaper advertisement which delivered the bacon.

Pass it in, pass it up, and we will pass it on.

Perhaps you want to keep it for yourself. Then remember the only way to keep a thing is to give it away. To write it, to see it in print, will cause you to improve it so it will make more money for you than if you had kept quiet. That's one of the wonderful laws of nature. The wise man follows this law, learns things, tells them, grows to be a trade giant. The thoughtless man keeps his secret, gets little good from it, don't grow, remains small.

Let us hear from you. This law of nature will reward you, and pay you big.

A WORD TO THE BIG MEN. It is on my conscience to say a word to the Big Men—the Big Business Gentlemen with huge and busy factories; the Big Retailers with several stores and a mansion by the sea; also to the Little Fellows who have the slant of mind that is bound to make them Big.

Did you see, in a recent issue of The Tobacco World, that call for a convention issued by President Eisenlohr, to be held May 19th and 20th at Washington? Did you note the broad scope of the invitation—"from the tobacco grower to the man behind the counter," and all betwixt and between? Did you note the cordiality, the earnestness, the sincerity—and the importance—of the occasion, and of your presence?

Did this sound as a clarion call to you? Did you reflect that you owe it to yourself and the Tobacco Trade to be there? Did you recall that the greatest force to make you grow is the Business Knowledge you can put under your hat, and that the best way to accumulate business knowledge is to swap it with the live wires of your line who attend the conventions and who are tickled to death to Talk Shop?

Did you reach out, grab your trusty pencil and draw a great, round, ugly circle around the figures 19 and 20 on the May pad of your calendar, remarking meanwhile, "By golly? I'm going to attend that convention if I have to walk"?

Did you?

All Branches of Industry Invited to T. M. A. Convention

SECRETARY Dushkind, of the T. M. A., is hard at work with a staff of stenographers completing arrangements for the second national convention of tobacco men, to be held at the New Willard Hotel, Washington, D. C., on May 19 to 20 next.

The official call has been mailed generally throughout the trade, and Mr. Dushkind appears to be very much elated with the responses that are coming in with every mail. Mr. Dushkind says that the vital necessity for this get-together movement is now universally recognized, and every indication points to an epoch-making event in the history of the trade.

In all its communications the T. M. A. has laid particular stress upon the fact that this is not intended to be a convention merely of its members. On the contrary, to quote from the official call, it is their aim "to make this a real national convention truly representative of all branches of the tobacco and allied industries (without regard to membership), from the tobacco grower to the leaf dealer, and from the manufacturer to the man who stands behind the counter, including each and every element of the tobacco and allied trades, as well as duly accredited delegates of all tobacco men's organizations from all parts of the country, in order that this convention might act and speak authoritatively for the entire industry."

Not alone this, but every effort is being made to secure suggestions regarding topics for consideration, etc., from everyone interested or affected.

The trade in all its ramifications is thus afforded an ideal opportunity to come together and discuss trade problems and conditions, and to formulate and decide upon trade policies for the benefit and welfare of the entire industry.

Neither will the convention suffer for want of diversional entertainment for a most interesting program is being arranged for the evening of the first session day of the convention, when the entire delegation in attendance will be entertained as the guests of the T. M. A.

There certainly seems to be no reason to doubt that Mr. Dushkind's expectations of an assembly really representative of every branch of the industry from a national standpoint, will be abundantly fulfilled. In fact, a list of those who have already signified their intention of being present, might well be used as the basis for a "Who's Who" in the tobacco industry.

Validity of Iowa Cigarette Law to be Determined

Washington, D. C.

Declaring that the Iowa statute prohibiting the keeping for sale and selling of cigarettes is not a "dead letter," the Attorney General of that State has filed with the United States Supreme Court a brief in the case appealed by the C. C. Taft Company, wholesale and retail dealers in tobacco.

The case arose through the action of the sheriff of Polk County, Iowa, who on April 28, 1917, acting under a search warrant, seized twenty-seven unbroken cases of cigarettes and a number of broken cases of cigarettes at the company's wholesale house in Des Moines. The company demanded release of the goods, claiming that, as to the unbroken packages, they were not subject to seizure under the laws of the State because the cigarettes therein were in the original packages in which they had been shipped into the State and entitled to the protection of commerce clause of the Federal Constitution.

The counsel for the company, in his brief, declared that the original statute prohibiting the sale of cigarettes was placed upon the books of the State through a motive of revenge on the part of one of the senators, entertained toward some official of a tobacco company, according to the State's Attorney General. It was also claimed that the statute was a dead letter for many years, but in 1913 it was amended by providing for the issuance of a search warrant and for the condemnation of cigarettes that might be seized under such warrant.

The State claims that it had been the practice of the company to break the original packages of cigarettes received in interstate commerce and sell them in smaller lots, thus taking from them their status as interstate commerce. It is alleged that this practice had continued over more than a year, during the course of which time the company had repeatedly violated the law.

The case is of great importance to the industry, since it virtually will determine the validity of the statute prohibiting the sale of cigarettes in Iowa.

C. L. L.

Patriotism

The more patriotic we are, and the more we revive the Constitution of the United States, the more determined we should be to resent the attempts to mangle it by fanaticism. The charter of freedom was never meant to be used as an engine of oppression.

The American woman who smoked cigarettes in the Senate Restaurant in spite of Moses (not the bulrushes one) is a goddess of liberty.

We are going to drink real beer, smoke tobacco and eat onions. Our women are going to powder their noses, paint their cheeks, chew gum, and smoke cigarettes, if they want to.

We are patriots, and we are going to bring this country back to freedom.

Beaucoup
ZIG-ZAG
CHER MONSIEUR DEALER!
BEAUCOUP Zig-Zag! Pourquoi?—Well, Buddy, you see it's like this. Pretty near every A. E. Effer in the A. E. F. saw, used and liked Zig-Zag paper. It's the paper the Frogs used, and those birds know something about rolling cigarettes.
ZIG-ZAG
It's neatly packed and gummed along the edge. You can only pull out one paper at a time. It's used by a million men who first heard of it in France—and by another million who have heard of it through our smashing ads at home.
It's a paper that's known and demanded all over the country. It's a paper that will bring you big returns as soon as you stock it. For an overwhelming natural demand, backed by our dominant advertising, will sell beaucoup Zig-Zag—and make you beaucoup money.
SO STOCK UP!
TOBACCO PRODUCTS CORPORATION
1790 BROADWAY NEW YORK
ZIG-ZAG
No 147

The Retailer Can Specialize in Personal Service

By ELLIOT CHURCH

THERE is no way in which any store which specializes upon certain lines excels the general store more than in what might be called specialized personal service. In other words, catering to the whims and the fancies of the customer. This means that the customer can get more complete satisfaction from the specialty store than from the general store. It is the reason why the department store does not drive all the small stores out of business. If the department store could give the same kind of service to its customers that the small specialty store gives, no cigar store could ever exist in the same block with a big department store that conducts a tobacco department. Department stores, however, cannot give this sort of service. Therefore the small store not only exists but prospers in the very shadow of its big competitor.

There is a friendly feeling between the small store and the customers of that store that never exists to the same extent between the big store and its customers. People who trade at small stores come to know not only the clerks in that store but also the proprietor and an interest and confidence is created that never can be created where the business organization becomes so large that the customer never knows or talks to any but underlings, and often poorly paid underlings who take little interest in their work.

Just because of this fact there are many ways in which the small store can increase its business that are much more appreciated by the customer than would be the case if the same methods were used by the big stores. In a certain city there is a haberdasher who has been able to cement this relation between his store and his customers by using the telephone. When a new stock arrives, he and his clerks immediately call on the telephone those among the regular customers with whom they are best acquainted and on the most friendly terms.

They tell these customers about the new stock and ask them if they will come in and look it over, making selections from it before the general public has gone through and picked out the choicest items. If the man proves too busy to come in they will even send samples to his home or his office and let him make his selections there, returning the goods he does not care to keep.

It is needless to say that a relationship has sprung up between this store and its customers which keeps the customers loyal to the store. These regular customers rarely, if ever, buy anything from any other store that they can buy from this store. If they see goods displayed in the window of some other store, if they see advertisements of other firms that display the goods that they want, they don't go to these other stores. Instead they call, what they have come to consider their own store, on the telephone. This practice of cementing friendship between the store and the customer by means of the telephone has most certainly paid this store.

The cigar store man can adopt the same methods to increase the size of his sales. Every man knows that the longer cigars, cigarettes, etc., remain on the store shelves, the dryer they become and the less desirable they become. Possibly one reason he hesitates about buying his smokes in larger quantities is because he fears that the stock is not sufficiently fresh when he buys it. Therefore, he merely buys samples. He buys one box of cigarettes or a very few cigars.

Now if the cigar store makes it a practice to learn the names and telephone numbers of its regular customers, it is going to be able, not only to sell to these customers all the smokes that they use, but also sell to them in larger amounts. At the present time, the average cigar stores are not selling to their customers all the tobacco that these customers use. The only stores that approach this stage are the chain stores with stores scattered about the city so thoroughly that one is handy whenever a man feels the need of replenishing his supply.

Until the average cigar store can persuade its customers to buy in larger quantities this will be the case. When it can do so, it not only will sell in larger quantities but it will not be losing as much business to the chain stores as is the case at the present time. The man who owns and operates his own store ought to be able to make a better impression over the telephone upon his customers than the man who is merely managing one of a chain of stores.

The way to go about making the telephone increase the business is as follows: First make a list of the names, addresses and telephone numbers of all the regular customers. This can well be done on cards. Use one card for each customer. If a three by five inches card is used this will leave room for jotting down any other information about the customer, such as his favorite cigar or cigarette, his favorite smoking or chewing tobacco and an estimate of how much he consumes in a day or a week.

Such information will be of value, for it will help in arriving at the proper purchase to recommend to him. A man who smokes but ten cigarrettes a week is not nearly as good a prospect for a carton of 200 cigarettes as the man who uses a hundred a week. Such information as this, therefore, will save the wasting of a lot of time and telephone calls. Since few men make all their tobacco purchases at one store, getting this data is quite necessary in order to be sure that no mistakes are made. Much of it can be secured by keeping one's ears open. Some of it can be secured by asking questions or engaging the customer in conversation.

After the list has been compiled, the next step is to place those cards of the most likely customers in the telephone list. Then, when a fresh stock of goods come in these men can be called on the telephone. Of course, if they happen into the store on that day immediately after the shipment arrives, there is no necessity of telephoning to them.

(Continued on Page 18)

Plain Facts!!

Our Daddies were fond of Cheroots.

Some years ago they wanted their cigars as strong and as black as they could get them.

And the harder the kick the better they were supposed to be.

But eventually smokers wanted a change.

No one was quite sure what the trouble was, and for a time manufacturers failed to understand the mistaken cravings for a "claro."

They tried to train the smoker's eye without much thought about his smoke appetite.

But we have learned a lot in ten years.

Most of the fellows who smoke cigars want them all the time and they want them as mild as they come.

The day of the fifty-horse power kick has gone the way of the blunderbuss and the bull team.

And now everything is very different.

All the big successes of the past ten years were built around the mild, free burning cigar.

If it looks well and smokes well and if there are no headaches or regrets afterwards, it sells in the millions.

And no cigar fills the bill better than a Manila.

Any hard boiled smoker can preserve his good humor and pursue the even tenor of his way on a Manila smoke diet.

Ask any dealer East, West, North or South who has given a good Manila cigar a chance.

And on the subject of better Manila Cigars.

The demand of American smokers has increased the importation of Class C Manila cigars three hundred per cent. in the past six months.

Ask your jobber for High Grade Manilas. Your heavy smokers will appreciate them.

"There is Money in Manilas"

List of Manufacturers and Distributors on Application

MANILA AD AGENCY

C. A. BOND, Manager

609 West 127th Street, N. Y.

PHONE, MORNINGSIDE 6204

(Continued from Page 16)

In talking to these customers over the telephone there are certain things that must be featured. First, emphasis must be placed upon the fact that the goods have just arrived from the factory and that they are perfectly fresh. It makes no difference if goods are arriving every few days, emphasizing the fact that this man's favorite kind of tobacco has just been received will interest him.

The next point to bring out is that now is a good time to buy a box of those cigars or a carton of the favorite cigarettes or tobacco. Since the stock is entirely fresh it is not going to dry out before it is consumed. In fact, it may be in better condition when the very last is being used than some of the cigars and cigarettes purchased at news stores will prove to be.

The next point to be featured, and this and the other two points are usually sufficient to complete the sale, is that the customer is being called upon the telephone because he is particular about the condition of his tobacco, cigars or cigarettes; whatever he buys in largest quantities. This point should be given special emphasis so that it can be made to seem that a special favor is being extended to him to give him the very first opportunity to get some of this fresh stock.

The success which goes with the use of the telephone in this method of increasing sales depends upon how much the customer can be impressed with the real interest that the storekeeper is taking in extending to him a special favor. If the man who telephones handles his work well, if he does not press for an order but assumes the attitude that he is being of real service to the customer a surprising amount of business can be secured in this way.

Sales can be increased still further if the goods are delivered to the customer's home or office. When this is done the customer can be impressed with the superlative service the store is rendering. He will also usually become a better customer. He is likely to give away more smokes and when he does so tell about the cigar dealer who sold them to him. This in turn attracts new customers.

It is well to keep a record on the cards of the sales made by telephone to the customers. The number of people who can be called on the telephone is limited. Each call costs money and for this reason the calls should be confined, in so far as practical, to those people who prove the most profitable customers. The card record will show this and in a comparatively short time a list can be compiled that will prove very profitable.

The direct sales made, however, are not the only benefits that result from this system. It has already been hinted that those who are pleased with this service are going to spend a great deal more money at the store than ever before, and also distribute so many samples to their friends and give such good sales talks to these friends that they will create many new customers. Usually, also, box and carton customers rather than merely sample customers.

The habit of buying by the box and the carton will spread and many customers who are not solicited by telephone will form the habit. The result will be a much larger volume of business for the very reason that instead of selling a fraction of the customers' needs the dealer will be selling the full needs.

T. M. A. and N. C. L. T. A. Dates Do Not Conflict

SECRETARY DUSHKIND, of the Tobacco Merchants' Association, is highly elated over the action of the National Cigar Leaf Tobacco Association in postponing its Dayton convention until May 24th and 25th. President Weaver and the officers of the N. C. L. T. A. are to be congratulated upon the broad minded spirit which prompted them in making this change—for it is felt that it would have been nothing short of a calamity to have both associations meet on the same day. The T. M. A. is thus assured of the co-operation of the N. C. L. T. A., and President Weaver is personally making arrangements to be present at its Washington convention.

The Tobacco Association of the United States has already appointed three delegates, and a delegation from the Lancaster Leaf Board of Trade will shortly be appointed.

One has but to glance at the mail coming to Secretary Dushkind daily to see that the individual firms in the trade are fully aware of the importance of the subjects which will come up for deliberation at the T. M. A.'s convention, and that their co-operation is assured.

In all its communications the T. M. A. is laying particular stress upon the fact that this is not intended as a convention merely of its members. It is open alike to members and non-members; and Secretary Dushkind is making every effort to secure suggestions, not alone as to the management of the convention, but as to the topics for discussion, from every available source.

If all signs are fulfilled, when the doors of the convention are opened on May 19th next, the assembly will embrace a representative gathering of tobacco men engaged in all branches of the tobacco industry, from a national standpoint, and a real "get-together movement" will follow.

Secretary Dushkind is by no means overlooking the social features in connection with this meeting, and a most interesting program is being arranged in conjunction with the banquet to be held on the evening of the first session day, at which the entire delegation in attendance will be entertained as the guests of the T. M. A.

REVENUE MAN FOR CIGAR FACTORY

Any cigar manufacturer desiring a man to devote his time exclusively to internal revenue matters connected with his factories, will be put in touch with a party desiring such a position, if he will address the Editor.

This man has been employed for the past few years in an executive capacity in the cigar and tobacco division of an internal revenue bureau. He is thoroughly acquainted with the rulings, rules, regulations, forms, etc., required of cigar and tobacco manufacturers. This is an unusual opportunity to secure the right man.

A WELCOME VISITOR

A welcome little visitor is "Stoco Message," house organ of the Scranton Tobacco Company, devoted to the interests of the tobacco trade. It would have to be a very dull man who did not get some good pointers from "Stoco."

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5519 Spruce St., Phila., Pa.
Phone, Belmont 4559

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Notes and Comment

Ruy Suarez & Company, of New York, cigar manufacturers, removed their office and factory to 1504-6-8 Avenue A, between 79th and 80th Streets.

The Dierdorf Cigar Company, of Grand Rapids, Mich., has been purchased by C. L. Stroup, W. E. Cody and M. Mintz, and will be known as the Identity Cigar Company, at 112 Michigan Street.

Lancaster city cigar production was 19,776,260 in October; 19,083,891 in November; 22,013,160 in December; 22,081,740 in January, and 19,220,183 in February. Of the February output Class A cigars were 2,334,840; Class B, 12,254,583; Class C, 4,317,760, and Class D, 315,000.

The annual report of the Tobacco Products Corporation for the year ending December 31, 1919, shows a total income of $2,072,886, equivalent, after deduction of preferred dividends, to $8.59 a share, earned on the 176,606 outstanding shares of common stocks.

Frank H. Armstrong, president of Reid, Murdock & Company, of Chicago, died recently in Florida. Mr. Armstrong entered the employ of the company in 1872, and was steadily advanced until in 1909 he was made vice-president after thirty-seven years of continuous service. He was elected president in 1914. He was a director of the Merchants' Loan and Trust Company and of the City National Bank of Evanston, Ill., and on the board of directors of many prominent institutions.

It was announced that there was trouble brewing in Tampa cigar factories about the 1st of March, but it was only half of one per cent., and there was no kick in it. There usually is a kick in the Tampa labor bunch.

The Wayne Tobacco Company, of Fort Wayne, Ind., has increased its preferred stock from $35,000 to $75,000, and its common stock from $100,000 to $150,000.

The Carolina Land and Tobacco Company has been organized at Winston-Salem, N. C., with an authorized capital of $300,000.

The American Tobacco Company will build a warehouse for the storage of tobacco in hogsheads, at the end of South Blount Street, South Park, Raleigh, N. C. The structure will be 350 by 275 feet, with a capacity of 2700 hogsheads.

A new wholesale cigar business has been established at Fort Worth, Tex. The firm is Lederman & Marks. Present quarters are at Ninth and Main Streets, but the future quarters will be in property acquired on Main Street, between Sixth and Seventh.

The Columbia Club Cigar Company has been incorporated at Ogden, Utah, with an authorized capital of $150,000.

Get Your Brand Across

If you have spent time and money to build a good cigar, you must go one step further, if the brand is to be a success, and dress the package in keeping with the quality of the product.

Influence the Consumer

The appearance of the package is the most important factor in making the first sale to a new customer. Dress the cigar box so that it reflects the excellence of your brand.

Imported From Cuba

The dressings of the packages of the most expensive cigars imported into the United States, Europe and South America are examples of the high quality and workmanship of our cigar labels and bands. The excellence of our products are known throughout the world.

The lithography you buy represents an important part of your sales effort. It costs nothing to discuss your lithographic problems with our representative.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York
United States and Canadian Representative

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

"This is the Life Cigarettes"
The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

ADVERTISING PAYS
in
The Tobacco World

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

LETTERS FROM THE STORE KID

(Continued from Page 10)

out of your own eye?" I thought koting Bible wood get him, but eeven the Bible dont phaze Persy nun. He just sed to tel it to a mareen. "It aint my dore," he sed "and if the boss like to hav a dore that it taiks an ax to open, then all the eezier for me becaws there wunt be so menny customers cum in for me to wate on."

Say, that guy gives me a pane. What dyou think of a feller that dont care enneigh more than that about his store getting the bizness? If a feller dont care, why dont he go to sum plase where he will care? If I was the boss and I had a feller like Persy working for me, Ide giv him the run before brekfust tomorro and if I had a chanse Ide to it tonite.

When Ime working for a man Ime working for him. Ime that way Jim. If I diddent like to work for him. I woodent, but if I work for him Ime going to do everything I can to help the store, becaws while Ime working heer I figger that its my store, and if I don't help it along I aint erning my munny, and enneighway if I nock the store Ime helping Murphys or sum other store and that means Ime maiking my own job shaiky. Why if all us fellers in our store, and Dazie too wood get nocking the store, it woodent be long before the bizness wood all be gone and then where wood our jobs be? Ime for a store or Ime agenst it and if Ime agenst it I aint going to stay there. Ime that way.

Has your boss givven you enneigh raze yet Jim. Mebby you aint worth it.

Yours old pal, BILL.

ANNUAL STATEMENTS

American Snuff Company reports for the year ended December 31, 1919, were $61,874,053. Net profits, and Federal taxes, $1,772,412, equal after preferred dividends to $13.97 a share on $11,000,000 ($100 par) common stock, against $1,533,892, or $11.78, in 1918.

American Sumatra Tobacco earned for the first six months of the fiscal year to February 1, $1,453,347, compared with $467,572 for the corresponding period of the previous year, equal to ten times the full year's dividend on the $2,000,000 preferred stock outstanding and after the payment of the preferred dividend, equal to about 9 per cent. on the $13,532,885 of common stock outstanding.

George W. Helme Company reports for the year ended December 31, 1919: Net earnings after all charges and Federal taxes, $1,154,967, equal after preferred dividends to $24.37 a share ($100 par) on $4,000,000 common stock, against $1,074,702, or $19.86, in 1918.

United Cigar Stores Company sales for the year ended December 31, 1919: Net income after all charges after payments of preferred dividends and before any provision for Federal taxes, were $5,604,478, equal to $20.63 per share for the common stock.

United Retail Stores Corporation reports for six months ended January 31, 1919, net profits of $4,706,332.

SHADEGROWN
Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
131-133 Water St., New York City

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage.

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

"Universal" Buys Historic Site

STANDING in the path of industrial advancement, Cockloft Hall, one of Newark's cherished landmarks, is about to yield to a factory encroachment of years and is doomed to material extinction. The final pages of the history of this property are being written in connection with its sale by E. M. Waldron to the Universal Tobacco Machine Company, of New York, now operating a plant in Murray Street.

The new building will have dimensions of 160 x 200 feet, and will be the first unit of a plant which will ultimately cover the entire plot, having a frontage of 240 feet on Mt. Pleasant Avenue, 223 feet on Ogden Street and a depth of 200 feet. It will be one-story high, with provision for increasing the height to four stories. A stable on the premises will be altered and merged into the new construction. The plans have been prepared by Backoff, Jones & Cook as architects, and the construction work will be undertaken by Edward M. Waldron, Incorporated, as soon as weather permits.

Old Cockloft Hall was erected previous to the year 1750 by Nicholas Gouverneur, it is chronicled by W. Jay Mills, author of Historic Houses in New Jersey, and George Washington is said to have stopped there during Revolutionary days. It was a two-story structure, surrounded by terraced lawns sloping down to the Passaic River. A large, square, homestead, it was without the wings and bow windows which have since been added, together with the third story. The house is built of wood, but the caulking arrangement presents an appearance of masonry, with the walls two and a half feet thick and filled with brick.

Originally called Mt. Pleasant by Isaac Gouverneur, who is reported as having occupied the place in the early 1790's, the property was inherited by his brother, Peter, and subsequently by a nephew, Gouverneur Kemble, who was a friend of Washington Irving, and responsible for the frequent visits of the author to the scene of the activities of "The Lads of Kilkenny," the name given by Irving to "The Nine Worthies" who sought the hall for rest, recreation and merriment.

Cockloft Hall passed out of the Kemble family about 1824, and about 1853 the property was bought by Winslow L. Whiting and at his death his sister, Miss Mary R. Whiting, became possessed of the premises. She died in 1912, after having lived in the old house for more than half a century, and the estate passed into the custody of her heirs. It was later purchased by Mr. Waldron.

W. K. Gresh & Sons, of Norristown, Pa., have opened a branch factory in Binghamton, N. Y.

Simon Batt & Company, of New York, have closed their factory in that city, and will hereafter produce their brands elsewhere.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

1,330,941. CIGAR LIGHTER. Nellie N. Hill, Moultrie, Ga., patentee.

A patent awarded for a cigar lighter comprising a base having an opening therein and supports at opposite ends thereof, a reservoir pivoted to the supports and having an upwardly-directed wick tube communicated therewith and provided with an electric terminal, a resilient plate fixed at one end to the base and having its other end free and extending transversely of the slot and deflected torsionally, an arm depending from the reservoir and having a contact disposed to engage opposite faces of the free-end portion of the plate alternately.

1,331,268. TOBACCO-SORTER'S BRACKET. Charles S. Kinney, Cincinnati, Ohio, patentee.

This is a tobacco-sorter's bracket, which consists of a supporting arm, hooks at opposite ends of the supporting end adapted to support a stick, the wall-engaging end of the supporting arm having a slot therein adapted to engage the shank of a headed supporting pin, and a brace beneath the supporting arm, joined thereto at its forward end and having a point at its wall-engaging end for engagement with the wall.

1,331,314. ATTACHMENT FOR CIGAR BOXES. George D. Bremner, Brooklyn, N. Y., patentee.

This patent is for a box attachment consisting of a unitary device comprising a clasp for embracing the edge of a box lid, a receptacle for holding matches and serving as a means to prevent the closing of the lid, and a rear brace for engagement with the back wall of the box to limit the opening movement of the lid.

No. 1,331,567. TOBACCO CHART. William B. Johnson, Walton, Ky., patentee.

A tobacco chart, having a notation thereon of a given weight, and a tabulation of a scale of prices and the values of said weight of tobacco at said respective prices in proximate association, and said chart having notation thereon of the selling agency and a plurality of appropriately designated spaces to receive notations of ownership at different times of the tobacco.

No. 1,332,252. MACHINE FOR MAKING CIGAR WRAPPERS FROM TOBACCO STEMS. Willard J. Goodfellow, Bentley Springs, Md., patentee.

An apparatus for the treatment of tobacco waste liquid and fibre containing means, liquid-moving means operatively connected to the containing means, liquid baffling and propelling means in said containing means, and at an angle to the movement of the liquid and of different widths, sheet-forming and dessicating rollers, sheet-coating means and sheet-supporting means at the sides of and above the sheet-coating means, and sheet-drying means below the sheet-coating means.

No. 1,332,827. CIGARETTE CASE. Charles Thomas Guy, Lisbon, Ohio, patentee.

A cigarette case, comprising a receptacle of substantial rectangular cross section, having one lower corner portion cut away to provide an opening for extracting cigarettes, a lid hinged at its upper end to the top wall of the casing and extending to the top of said opening, a closure member slidably mounted on the outer face of the free end portion of the lid and adapted to extend about the sides and outer end of the opening when lowered.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, · 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY"
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

BUNKER HILL:—41,617. For cigars only. January 9, 1920. James T. Whalen, Boston, Mass.

26TH DIVISION:—41,618. For cigars. February 10, 1920. United Cigar & Novelty Co., Springfield, Mass.

ARUNDEL:—41,619. For pipes, cigars, cigarette tubes and smokers' articles only. February 18, 1920. Adolph Frankau & Co., Inc., New York City, N. Y.

TIKVAH:—41,620. For cigars, cigarettes and tobacco. January 5, 1920. Superior Tobacco Co., Inc., Brooklyn, N. Y.

RUMELY OIL PULL TRACTOR:—41,621. For cigars, cigarettes, cheroots and tobacco. February 17, 1920. J. Schnewind & Son, La Porte, Ind.

FAIRLEE:—41,622. For cigars only. February 13, 1920. American Litho. Co., New York City, N. Y.

LOUIS SHERRY:—41,623. For cigars, cigarettes and tobacco. February 19, 1920. Acker, Merrall & Condit Co., New York City.

EDWARD PARK:—41,625. For all tobacco products. February 20, 1920. American Litho. Co., New York City, N. Y.

TAMPA SPADE:—41,627. For cigars. February 19, 1920. Chas. D. Newman Cigar Co., West Tampa, Florida.

LA FLOR DE VICTOR DIAZ:—41,628. For all tobacco products. February 20, 1920. Pasbach Voice Litho. Co., New York City, N. Y.

HEDJAS:—41,629. For cigars, cigarettes and tobacco. February 26, 1920. Superior Tobacco Co., Inc., Brooklyn, N. Y.

BOB LANSING:—41,630. For all tobacco products. February 19, 1920. Abraham Rosenfeld, Woodbine, N. J.

LA BORIS CANNA:—41,633. For all tobacco products. February 14, 1920. Morales & Sheehy Cigar Co., West Tampa, Fla.

HONEY KISSED:—41,634. For chewing and smoking tobacco. January 24, 1920. Warder Tobacco Co., Glasgow, Ky.

KENTUCKY KING:—41,635. For chewing and smoking tobacco. January 24, 1920. Warder Tobacco Co., Glasgow, Ky.

TRANSFERS.

JUSTICE BLATCHFORD:—21,897 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 10, 1893, by Schumacher & Ettlinger, New York City. By various transfers acquired by Welcher Bros., New York City, and re-transferred to John Doeren Cigar Co., St. Paul, Minn., on January 17, 1920.

DUKE OF ORLEANS:—13,701 (U. S. Tobacco Journal). For cigars. Registered October 20, 1891, by Wallis & Co., New Orleans, La. By transfer acquired by M. Perez & Co., New York City, and re-transferred to Ganz & Blum, New York City, on November 22, 1919.

EL PROSITO:—31,163 (Tobacco World). For cigars. Registered September 24, 1915, by Carroll Cigar Co., Manchester, Md. Transferred to Wertheimer Bros., Baltimore, Md., on December 11, 1919, and re-transferred to E. C. DePutron, York, Pa., on December 20, 1919.

EL FUBARO:—31,801 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Register June 11, 1906, by T. A. Wadsworth, Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., on December 24, 1919, and re-transferred to E. C. DePutron, York, Pa., on January 19, 1920.

JAVA BLEND:—28,411 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered October 31, 1913, by Joseph Weinreich, Dayton, Ohio. Transferred to American Box Supply Co., Detroit, Mich., on December 26, 1919, and re-transferred to E. C. DePutron, York, Pa., on January 19, 1920.

EL ROYANA:—24,689 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 18, 1912, by Emse Cigar Co., Philadelphia, Pa. Transferred to American Exchange Cigar Co., New York City, on January 7, 1920.

DUKE OF ORLEANS:—10,011 (Tobacco Leaf). For cigars. Registered March 25, 1895, by T. J. Dunn & Co., Philadelphia, Pa. Transferred to American Litho. Co., New York City, on March 1, 1920, and re-transferred to Ganz & Blum, New York City, on March 2, 1920.

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co., LIMA, O.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, PRES. J. A VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9054 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9054

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

CRESSMAN'S COUNSELLOR CIGAR

Perfectos
3 for 10c
2 for 25c

Flor de MANUEL, in many shapes and sizes, from 10 cents upward, is in great demand wherever sold. The happy blending of rich Havana, with the mildest of lighter tobaccos.

"The blend that makes Havana mild."

Wherever these two excellent cigars—Counsellor and Manuel—are sold, they are *prominently displayed* by dealers.

Why?

Dealers know that both Counsellor and Manuel are unusually *good* cigars, *priced right*, and with strong sales helps in displays and other advertising behind them.

These three factors are enlarging for Counsellor and Manuel, a following of hundreds of thousands of satisfied smokers who will smoke no other cigars.

ALLEN R. CRESSMAN'S SONS
Cigar Manufacturers
Philadelphia

COUNSELLOR'S ever-widening popularity with critical smokers is assured by our constant vigilance in protecting its wonderful quality and character.

Rothschilds &

Specials
10c

FLOR DE MANUEL

EXTRA MILD HAVANA BLEND CIGARS

VOLUME 40 NO. 7

The TOBACCO WORLD

APRIL 1, 1920

Plan Now to Attend the

T. M. A. Convention

May the 19th and 20th

New Willard Hotel, Washington, D. C.

All Branches of the Industry are Invited to Join this
GET-TOGETHER MOVEMENT

On the 5:15

"It's a short run and a merry one" when Velvet is timekeeper.

Let a man relax between office and home with a brier-load or two of kindly Velvet and just watch the good-humor ooze with him right in through the front door! It couldn't be otherwise. Velvet had sunshine grown into it down in old Kentucky—America's tobacco wonderland.

Then it was mellowed into mildness by its two years' ageing in wooden hogsheads. And with that real Nature-made tobacco fragrance circulating 'round them—when they get the aroma and smoothness of Kentucky's prize Burley, you bet every man will say: "The 5:15 is just a pleasure excursion every day."

But as Velvet Joe says:

"A page of argufyin' can't talk tobacco sense to you like your little old friend pipe."

Pass the Velvet!

Liggett & Myers Tobacco Co.

America's smoothest tobacco

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR —CIGAR—

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR ..... President
EDWARD WISE ..... Chairman Executive Committee
GEORGE W. HILL ..... Vice-President
GEORGE H. HUMMEL ..... Vice-President
JESSE A. BLOCH ..... Vice-President
JACOB WERTHEIM ..... Ex-President
JOSEPH F. CULLMAN, Jr. ..... Vice-President
LEON SCHINASI ..... Vice-President
ASA LEMLEIN ..... Treasurer
CHARLES DUSHKIND ..... Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. H. WITTROCK, Cincinnati, Ohio ..... Vice President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO RIEDERS, 200 W. 116th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FACTORY MANAGER WANTED

WANTED—MANAGER FOR A PITTSBURGH STOGIE FACTORY. Capacity of about two hundred thousand per week. Must be good instructor and understand all branches of manufacture. Address, giving full particulars, and salary desired, STOGIES, care of "Tobacco World."

FOR SALE

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

WANTED POSITION AS FOREMAN IN city or country. Have all around experience and executive ability. J. J. Spitz, 1076 Faile Street, Bronx, New York.

WANTED—A SALESMAN COVERING PHILADELPHIA, Eastern Pennsylvania or Western New Jersey, to handle a profitable sideline. No samples required. Liberal commission. State territory covered, etc., and arrange for appointment. Replies confidential. Address Sideline, Box A-205, care of "Tobacco World."

SUPERINTENDENT OR CAPABLE FOREMAN WANTED for cigar factory. Experience on suction work desirable. Unusual opportunity for man who can make good. Address Box A-202, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A-203, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 | April 1, 1920 | No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE "BULL" DURHAM TOBACCO

10c

Guaranteed by The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS ULTOCO-NEW YORK

Wolverine
BUNCH BREAKERS

"From Two to Three Dollars Per Thousand, Saved on Binders Alone," says one user.

THEY WILL DO THE SAME FOR YOU

Let us send you one of our bunch breakers by prepaid express ON THIRTY DAYS FREE TRIAL.

Write for One Today

The Price is Twenty-five Dollars ($25.00)

West Michigan Machine & Tool Co.

Grand Rapids - - Michigan

It is not what you PAY
It is what you GET

MURIEL
CIGAR

Offers no competition in PRICE
Suffers no competition in QUALITY
The 100% Value Cigar

Retailers—Write us for name of nearest distributor
P. LORILLARD CO.
119 West 40th St. New York City

Volume 40 THE TOBACCO WORLD Number 7

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, April 1, 1920 Foreign $3.50

Independent Retailer Must Be More Progressive To Meet The Growing Competition In His Field

WE note with interest the growth of the large and small chains of stores in numerous lines of merchandising. We are, of course, particularly interested in the retail tobacco stores, and we note a continual growth of both large and small chains in this field.

It is for this reason that we say to the independent retailer that he should look to his business if he means to stay in it.

The arbiter of his fate is himself.

Neither cut prices nor coupons make heavy inroads of the properly conducted independent store. It is the man who operates the store that determines the measure of his success.

We have been severely condemned by numerous independent retailers for the compliments that we have paid on numerous occasions to several chain store companies. We stand by our guns for the reason that what we have written on this subject was of practically no value to the chain store companies, but on the other hand of immense value to the retailers who read THE TOBACCO WORLD.

Today the regular customer of any store in almost any line of retailing is a steady customer because that dealer gives service and is dependable. The matter of price is secondary. If your service is poor and your products unreliable, you can almost give them away and still be without regular customers.

We wish to emphasize to the retailer, and for his own good, that times are changing and the business that does not keep abreast of them must of necessity fall by the wayside.

It ought to be obvious that the smoker who sees indications of a cigar store through a dirty window filled with miscellaneous odds and ends, will not waste time in buying there when he can walk another half block to a bright and shining window, decorated in an attractive manner, and then enter a well arranged and clean store where he receives as courteous service as the King of England might expect.

The average retailer is not sold by a salesman with a dirty collar and an unshaved face. But does the retailer ever stop to think that a dirty window with a display showing signs of great age, has the same effect on a prospective customer?

The only thing needed for a clean window is *ambition*, a cloth and brush, and some soap and water. The same articles, plus energy, will keep a store clean. And a little time and thought followed up with some real work, will work miracles in window and case arrangement.

This is one kind of competition that the independent retailer must meet from the chain store. We ask if there is anything discouraging about it!

The next item is the service rendered. It means being prompt to produce the brand asked for if it is in stock; it means being frank if it is not in stock. It means a cash register for the prompt handling of money and making change. It means being courteous at all times. Does this constitute anything that an ambitious man cannot meet more than half way?

An important factor is the brands carried. They must not only be numerous but must constitute most of the different types of standard brands sold in that territory. In addition they must be kept in good condition. A cigar sold in poor condition is not only a knock at the manufacturer but more important, a reflection on the character of the merchant who sold the goods.

The independent dealer has a big advantage over the chain store in the matter of standard brands. Chain stores carry numerous brands that are sold in the territory, if they have a steady call, but there are many equally popular brands which they do not handle.

If we were competing with a chain store nearby, we would make it our business to find out what popular brands of the locality they *did not carry* regularly, and we would immediately put a poster in our window listing the brands we carried that could not be had at the chain store.

Now, of course, there still remains the matter of the coupon, and this originally was a part of the foundation on which was built the large private brand business of the chain stores.

But we have made the statement before, and we repeat it: The chain stores would retain more than sixty per cent. of their present business, in the belief of many merchandising authorities, if they discontinued their coupons without notice. Because it is a fact that an attractive store and a well trimmed window is a tremendous business asset; because courteous and neat clerks rendering prompt service are tremendous selling factors; because the condition in which the goods are kept, and to some extent the dollars and cents value given by the goods themselves, have been and always will be vital sales points.

We wish to emphasize to the independent retailer that the least danger to his business from the chain stores is the coupon, and the greatest danger to his business is his own inefficiency and indifference. The man who wants to get ahead and who does not take it out in wishing, but in bending his efforts to the accomplishment of that desire, generally gets there.

There is no doubt but what the manufacturer is culpable to some extent for the condition of the independent retail trade, but that is true in most industries.

But if the retailer will go to any big business man in any line and ask him how he can train himself to become more efficient in his business, nine times out of ten the first advice will be: "Subscribe to some of the business papers in your field and then *read* them."

Every tobacco trade paper can give to any retailer valuable news, information and education. The man who acquires an education gets it by constant studying and reading, and the cigar and tobacco retailer who wants to learn more about his business can get it by studying and reading his business papers. There is no easy way to education. You must dig the facts out for yourself.

Hours, days, and weeks are sometimes spent in getting a bit of news or information for business papers, and yet there are many subscribers to tobacco papers who do not take the time to read them.

A salesman was relating the story recently of a visit he made to the office of one of the most prominent cigar manufacturers in the country. Upon asking for the head of the concern he was told that he was very busy, but that if he cared to state the nature of his call a message would be sent to him. He wrote on a card and was immediately taken to the president's office, where he found him surrounded by the current issues of the tobacco business papers. His business required but a moment, and as he was leaving he commented on the value of trade papers. And the president replied that he set aside part of one morning, each week, to go over his business papers; that he had been doing it for thirty years, and that he had found as he grew older and learned more, the necessity for reading them became more apparent. And he added, "Personally, I can't afford not to read them."

If the president of a concern doing several millions of dollars a year can afford to take the time to read his business papers and finds them profitable, how much greater is the necessity for the retailer, with his much more limited means and smaller field of business, reading them.

The reading of the tobacco trade papers is the first step on the pathway of success in the retail cigar and tobacco business.

Additional Tax Predicted For Cigarettes and Tobacco

(Special to Tobacco World.)

THERE is to be no general revision of the revenue laws at this session of Congress, but when the time comes for the consideration of possible sources of additional funds for the operation of the Government, one of the first commodities that will come up for consideration will be tobacco. This information has been obtained by the Washington Bureau of THE TOBACCO WORLD. For some time past there has been a rumor current at the Capitol that tobacco taxes would be doubled before Congress adjourns for the present session.

"The Republicans have decided to do nothing towards a general revision of the revenue laws at the present time," said Congressman John Garner, of Texas, prominent member of the House Ways and Means Committee. "It is very probable, however, that when the matter is taken up for consideration some attention will be given to additional tobacco taxes.

"The Government is now getting about $300,000,000 a year out of tobacco. It is figured that this amount can easily be increased to $500,000,000 or even $600,000,000. Cigars probably will not be touched—they will not stand much more tax burdens—but cigarettes and tobacco will. When the tax on a given article gets so high as to menace sales, you have to stop adding burdens. The theory of taxation should be that the rate be that which will produce the greatest amount of revenue into the treasury.

"It is possible that to increase the tax on cigars would be to decrease consumption and so cut down the amount of revenue obtainable from that source. On the other hand, the consumption of cigarettes is increasing all of the time. It is true that there were a great many cigarettes bought during the war by men who have since discontinued their use, and also that there were many cigarettes during the same period upon which no tax was paid. We do not expect that the sale will be as great as during the war, but the members of the Ways and Means Committee seem to feel that they offer a legitimate field for additional taxes.

"Tobacco and tobacco products stand in a class by themselves. They are a legitimate subject of taxation and therefore the rate must be as high as they can stand. Before the enactment of the prohibition laws, liquors were in the same taxable class, but now that they have been driven out of the field, tobacco alone remains."

Mr. Garner is not alone in the belief that the rates on tobacco and tobacco products should be raised. He simply was willing to tell THE TOBACCO WORLD what the situation is. He has no feeling against the tobacco interests, being a smoker himself. He is active on the Ways and Means Committee, however, and agrees that a large amount of revenue must be raised by the Government next year—tobacco is to be one of the unfortunate vehicles.

Clarence L. Linz.

The Value of the Right Retail Business Policy

By ELLIOT CHURCH

IT would be easy for a tobacco store man to imagine that all he needs to do to make a success is to stock the right brands of goods. It is true that the right brands have a lot to do with the success of the business, but there is something else that is of considerable more importance.

The same brands can be sold by any number of other dealers in town. For the most part the tobacco users can buy them at any tobacco store that he enters. There is something, however, that he does not find in all these stores though the goods are the same. That something is the policy of the man who owns the business.

It is the business policy of the dealer that causes people to go out of their way to trade with him when they could buy the same brands much nearer home or office. It is the business policy of the most successful business men that has been the secret of their successes. It hasn't been the goods they sold but the attitude they have taken towards their customers.

If a dealer can make his customers feel that he really has their interest at heart, that he is doing all that he can do to give them perfect satisfaction in every way, those customers are going to stick by him. If he is not able to make them feel this way they are not going to be quite so loyal to him.

One of the most successful retail merchants in America, so it is said, instructs his sales people to look upon the customer as a king. He tells them to forget him and pay all their attention to the interests of the customer who enters the store. That the only time to consider him is when there are no customers around. The number of people who will go out of their way to trade at this man's store indicates that it is his business policy that attracts them rather than the goods he sells. There are other stores that sell exactly the same goods but no other store that has exactly the same business policy.

When people buy at any store, they are buying the business policy of that concern as well as the goods that the store sells. That is, they are spending their money on account of the business policy as much as and in many cases more than for the goods that are sold. There are some dealers who have won the confidence of their customers to such an extent that these customers will take the advice of these dealers in regard to purchases and take this advice to a very surprising extent.

It is for reasons such as this that a fixed and definite business policy is of such great value to a tobacco dealer. By business policy is meant the general plan upon which the business is conducted, the attitude towards employees and towards customers, the purpose of the business. Of course, by purpose we mean the purpose other than that of making money. The primary purpose of every business is to make money. Unless the business makes money it cannot exist, but there are as many ways of going about making money as there are men who enter business.

A good many dealers fail because they have no definite plans. They go into business to make money but they have no clear idea in regard to the best way of running the business in order to make money. They are a good deal like a person who wants to go from Philadelphia to New York, but hasn't gone to the trouble of finding out what way he wants to go. Very frequently these men change their plans so often that they never make any real progress.

The best business policy is one that will win the confidence of the customers. It is one that is backed up with plans and methods for making the customers feel pleased with their purchases. Customers who are really pleased are customers that are not only coming back but who are also going to send others to the store.

In this matter of winning confidence and pleasing customers there are two things to be considered. These are the personal treatment of the condition of the goods sold to him. It makes no difference how fresh the stock may be and how many brands may be carried. It makes no difference how certain the customer may be of finding just what he wants in the store, if the person who sells it to him has a manner which makes it appear that it is a great accommodation for the customer to be served, business is not going to grow at leaps and bounds. On the other hand it makes no difference how cordially the customer is received and how evident may be the desire to please if the dealer is careless about his stock and the customer when he buys a cigar is as likely to get one that has been packed away for a month or so against a hot steam pipe, he isn't going to increase his purchases to any great extent, no matter what a fine fellow he may believe the dealer to be. A cigar that burns like a piece of paper doesn't build good-will, neither does one that has been stored away in a damp cellar until it has become musty.

It is always necessary to make good on appearances in order to build good-will. Appearances alone will never accomplish the desired results. Lots of men have tried to make appearances get results, but they have always failed if they have failed to back up these appearances by the action they led people to expect.

The most successful business policies are usually those which are carefully planned to meet some real need. If people want a certain service and you plan your business in such a way as to render this service, these people are going to appreciate this service. They are going to patronize that store and the business is bound to grow. During the past ten years various new kinds of stores in nearly all lines have been opened to meet special needs. The whole policy of the business has been to meet this particular need.

An example of this kind of store are the serve-self stores which were started to meet the demand for lower prices. An example more closely allied to the tobacco business is that of establishments or stands where cigarettes are sold singly to cater to the smallest purchasers and stores that go to the opposite extreme and make every effort to sell cigarettes by the carton and cigars by the box. The policy of one store is to make little sales to meet the needs of those who spend their money by the penny. The policy of the

other store is to meet the needs of those who purchase and prefer to make their purchases in larger quantities, thus cutting down the number of purchases and the cost per item purchased, the people who prefer to spend their money in units considerable over a dollar rather than in small sums.

To be a success, each class of these stores must carry out its policy consistently in every detail. The penny goods store will make a mistake if it stocks many humidors and devices of this nature. It will make a mistake if it installs elaborate and expensive fixtures. These would not fit in with its policy. The other store would make a mistake if it did not install rich fixtures, and stock humidors. They fit in with the business policy of the store. Here are two policies that are so far apart that they cannot be combined but either one of them may lead on to success if followed consistently. It is evident, however, that it would not be possible to switch from one to the other.

The right business policy, the careful planning in advance of the business methods to pursue, provided these methods are sound, never fail to result in success if these plans are carried out in every detail. We have innumerable instances of this. Just consider the men who have made great business successes. In nearly every case we find that they started out without either capital or credit. They did start with the right business policy and this won them capital and credit. Look at the failures and in nearly every case we find that they did not have the right business policy or that they did not follow that policy with sufficient consistency.

There are three things that always serve as a great help in forming a business policy that will win success. First, find a real need that exists. Second, plan to meet that need. Third, keep your goods and your treatment of customers just a step ahead of expectations. Please them by the surprises resulting from this exceeding of expectations.

It may be that a saloon has been closed in the neighborhood and that it is possible to fill the need of a gathering place that the elimination of the saloon has caused. If the retailer makes careful plans and follows a definite policy he will be able to meet these needs with profit to himself and the neighborhood. There may be a need for a little better class, a little cleaner, store in the neighborhood, one that carries fresher stock, and is more courteous to customers. The man who sees this need first and plans and shapes the course of his business policy accordingly is the one who is going to make the greatest success in that neighborhood. It is the man who starts out to accomplish something definite who really accomplish results. He is the man who makes the most money. The athlete who sets out to win a race and who carefully trains himself in advance to do so is the one who wins the prizes. The dealer who sets out to excel all others in meeting some definite need is the one who is going to make the greatest profits.

ASKS LIFTING OF TAX FOR GROWERS

Washington, D. C.

Fully 95 per cent. of last year's crop of unstemmed leaf tobacco is still in the hands of the growers, according to Representative Finis J. Garrett, of Tennessee, who appeared recently before the House committee on ways and means in support of his bill authorizing farmers to sell this tobacco, without being manufactured or altered in any manner, without the payment of internal revenue tax. The low foreign exchange, Mr. Garrett told the members of the committee, has prevented buyers from Italy, France and Austria from competing for this tobacco.

Mr. Garrett declared that if growers are able to dispose of this tobacco generally, without tax, through the parcel post, it will enable many of them to obtain ready money with which to carry on agricultural pursuits this year. Otherwise, it will be impossible for many farmers to finance this year's crop.

While the committee failed to come to any decision on the bill as a result of the hearing, some members appear to be willing to help the tobacco men, and Mr. Garrett is of the opinion that his measure has a good chance of securing the committee's approval.

IN THE DARK

Those who do not read the trade papers are more or less in the dark as to the conditions in their trade, and such, in the main, are those who cannot see any benefit in association membership. They have simply remained in the dark, have not kept pace with the times.—"Smoke."

FRENCH IN WORLD TOBACCO TRADE

Since the French Government has allowed dealing in leaf tobacco, a movement has arisen in France to obtain a portion of the world tobacco trade. The Compagnie Generale des Tabacs, which has a capital of ten million francs at its disposal, is hoping to take advantage of the present controlled position of the Bremen and Hamburg tobacco trade, and to get some of their material and custom. At the beginning of the year, it sent a deputation to South America, who were commissioned, amongst other things, to make large purchases in Bahia, Rio Grande, Colombia and St. Domingo.—"Dublin Tobacco Trade Journal."

TESTING TOBACCO SEED

From a large number of germination tests al made on samples of tobacco seed, James Johnson of the Wisconsin experiment station finds that this year's seed sprouts slowly. Most of the seed requires three weeks to complete a germination which ordinarily requires a week, he says. While the germination may improve as the seed gets older, Mr. Johnson warns every farmer who has grown his own seed to make germination tests before sowing time. Tobacco seed which is purchased should be of guaranteed germination. Any grower with a little ingenuity can make tests of his seed. Scatter a few seeds, preferably 100, on a moistened blotter. Place the blotter between two fairly close fitting plates to prevent drying out. Keep the blotter moist. Keep at ordinary room temperature. The sprouting should start in three to six days and be completed in about ten days. The experiment station will test seed for growers free of charge if they will send samples to Mr. Johnson.—Wisconsin Tobacco Journal.

BUSINESS BUILDING

By a trained Business man and advertiser
Written especially for The Tobacco World

by A.E.Pharo

All rights reserved

HERE IS A THOUGHT I swiped from a letter which the manager of a Big Business was writing to his traveling salesmen, and which I think is worthy of the careful consideration of the managers and advertising managers of Big Business in the Tobacco line.

> "Are not customers a department that belongs to every successful house? The growing house of today is exceedingly careful that all departments shall function to their best capacity. It is very important that between the customers and the house there should exist the closest degree of unity and co-operation.
>
> "Let us suggest a few points where we, the manufacturers, can help our customers, and thus help ourselves, and where you, the salesmen, can offer this help: Making an Effective Window Display; Better Advertising; How to Get the Better Trade; Handling Quick Turnovers; Getting a Vision of Bigger and Better Business."

Co-operation is the coming influence which is going to push business to higher levels. The manufacturer who learns the art of co-operating with his distributors and dealers—of helping them, and being helped by them—is the wise man who will reap golden rewards for his wisdom.

THIS BUSINESS BUILDING DEPARTMENT talks co-operation. It don't intend to talk about it once and then change the subject forever. Intends to dwell on it, harp on it, like a good salesman everlastingly harps on his goods.

For co-operation is the coming thing, and it's going to work wonders.

But to do the most good it's got to work both ways. I'm co-operating with you in the Business Building Department—reading, talking, listening, hunting like a good fellow, for the most valuable and the latest ideas, pointers and suggestions to help boost business.

Wish you'd co-operate with me. You have some idea on boosting business—such a stunt in window dressing, or advertising, or a selling hunch, or something about side lines. One idea! did I say? Why, you've a dozen ideas! Won't you just take your pen in hand and write a pointer about the best idea you have? I'll pass it on to the fraternity. It will do a lot of good. You'll get so much satisfaction from the thought that it will inspire you to renewed effort in your business and you'll make twice as much kale as before. Let me hear from you.

IT PAYS TO GET TOGETHER. The spirit of co-operation is in the land. Business men are helping each other, instead of knocking, and it pays; it pays all around. It will pay you, Friend Retailer, to unite with your manufacturer in the good work of selling. Read his advertisements in these pages, also his circulars, and post yourself on the merits of his goods so you can the better talk them to customers. Put up his signs and placards, write him for circulars and novelties to distribute, and then distribute them where they will do the most good.

Get in harmony with the manufacturers through the salesmen and by your letters. Tell him you are pushing his goods, and that you will welcome whatever help he can give you in this good work.

You will be surprised and delighted how much it will please him, and how much he will do to aid you in this good work of selling.

It encourages a big man mightily to have a little fellow write he is pushing his goods. And it helps a little fellow wonderfully to have a big manufacturer interested in helping him make sales and build his business. There can be a great drawing together of the manufacturer and the dealer to the good of both.

TAKE A POINTER FROM the chain stores. I was talking to a traveling cigar salesman, who is a mighty successful fellow, because he keeps his eyes working as he goes his daily rounds.

Here is what he said: "The chain stores have window displays which are always neat and attractive. They are scrupulously clean. The cigars and tobacco they offer for sale are in humidor cases, so they are always in proper condition. The clerks are invariably courteous and show a marked interest in their work. The result is that a person is pleased from the time his eye strikes the window till he walks out puffing on a cigar which just exactly suits him. The memory of that store lingers.

"How about the independent stores?" he was asked.

He shook his head. "Some of 'em are all right," he said, "and equal to the chains, but many—all too many—were a big let down. The window trims were careless; clerks were not natty and showed little interest whether the customer was pleased or not. There was much lack of knowledge of the essentials of business, and the whole store showed it."

If this describes our store, Friend Dealer, let's wake up out of our trance and get busy learning the latest rules of the Great Game, and playing it for all we are worth. Ain't it?

Tax Proposal On Retail Loose-Leaf Sales

DECLARING that the legislation proposed will afford needed relief, and increase rather than diminish the revenues, the House Ways and Means Committee has made a favorable report on a bill introduced by Representative Garrett, of Tennessee, to regulate dealing in leaf tobacco.

The bill as finally acted upon by the committee provides for a tax of nine cents per pound on tobacco sold by the retail loose-leaf dealers. In 1909 prior legislation was so modified as to permit retail selling of loose leaf, without the payment of tax, and a relatively large business was developed. This practice was prohibited by the Revenue Act of 1918 and, as a result, considerable quantities of certain kinds of tobacco not commonly used in domestic manufacture remain unsold. To restore the provisions of the Act of 1909 would grant the relief desired, but, according to Treasury estimates, would lose considerable revenue to the Government. The nine-cent tax therefore is to be imposed under the following provisions:

"That section 701 (a) of the Revenue Act of 1918 be and the same is hereby amended so as to read as follows: 'That upon all tobacco and snuff manufactured in or imported into the United States, and hereafter sold by the manufacturer or importer, or removed for consumption or sale, there shall be levied, collected, and paid, in lieu of the internal revenue taxes now imposed thereon by law, a tax of eighteen cents per pound, to be paid by the manufacturer or importer thereof; and upon all leaf tobacco sold or removed for sale to the consumer, except by farmers, on and after the date of the passage of this act, a tax of nine cents per pound to be paid by the person so selling or removing such leaf tobacco.'

"And paragraph (b) of said section 701 be and the same is hereby amended by adding at the end thereof 'and provided further, that leaf tobacco removed for sale to consumers by persons other than farmers shall be put up in packages containing 3, 6, 9, 12, 15 and 18 pounds net weight.'"

Wants Investigation of Decline In Loose-Leaf Prices

Declaring that the prices of tobacco in the loose-leaf markets of the country have depreciated since the harvesting of the 1919 crop to figures below the cost of production and that such depreciation in prices is not warranted by over-production of tobacco or a decrease in the prices of the manufactured product, Representative William J. Fields, of Kentucky, is seeking a Government investigation.

In a resolution he asks that the Federal Trade Commission be requested to inquire into the cause of the depreciation of the prices of loose leaf and other unmanufactured tobaccos during the years 1919 and 1920, and especially during the last six months; to ascertain the cause or necessity for and the reasonableness of the depreciation; to ascertain the difference between the depreciation in the prices of loose leaf or unmanufactured tobacco on the one hand and the depreciation in prices of the manufactured products on the other; and to report to the House of Representatives at the earliest practicable date the result of the investigation, together with such recommendations as the Commission may deem advisable and proper.

The resolution has been referred to the House Committee on Interstate and Foreign Commerce for consideration.

C. L. L.

"Dixie Number" a Magnificent Effort

IT is always a pleasure to us to commend anything that give an impetus to the tobacco industry, and for that reason we take a great deal of pleasure in congratulating the publisher of "Tobacco" on the splendid edition issued last week, called the "Dixie Number."

In the entire history of the trade there has been nothing that so accurately and so interestingly sets forth the great importance of the tobacco industry of the Southern States.

It marks a milestone in the history of the industry and not only will the tobacco trade feel immediate benefits from this special issue, but the tobacco trade papers will undoubtedly secure a number of new advertisers as a result of this pioneer effort of our contemporary.

This special number shows what possibilities there are in just one branch of the tobacco industry, and emphasizes the meagre support in relation to the size of the industry, given to even the largest of our contemporaries.

We say that "Tobacco" has done a big thing for the industry and for every tobacco business paper and we extend our sincere congratulations to D. F. Morris, editor, and R. T. Tanner, advertising manager, for their splendid accomplishment.

6.

Deer Jim:—The other day I was out delivvering sum cigars and I saw a grate croud around a store window and I never miss enneighthing like that so I board my way rite thru the croud till I got close to the glas and what did I see? I saw a big oul in the window chained to a post. Thats all.

Oh no, inside I cood see the man that runs the store and he was smiling to himself and I kno what he was thinking. I aint a mind reeder but I cood see his brane working all rite only it wassent working all rite at that.

He was thinking gee, aint this grate? Sum croud Ime drawing. Bizness is fine. And all the time he wassent havving enneigh bizness at all. He just thought a croud out there looking thru the window was bizness.

Do you get me? There wassent a thing in the window but the poor old oul and his post and haf the peepel that saw him thought it was shaim that a perfectly good oul shood be shut up in a store window and the other haf thought what a clevver cuss the storekeeper was and the rest wundered what it was all about. But noboddy thought about bying enneighthing and there wassent enneighthing in the window to maik them think of it. The storekeeper thought he had a grate advertisement but it dident advertise enneighthing. He was a druggist too, Jim. Has your boss ever put a oul in the window yet?

I was telling Spike about it and he sed, "Yes, a lot of fokes think they hav a grate window display when they hav sumthing that draws a croud and they never stop to think whether it gets em enneigh bizness or not."

I got to admit that when I saw that croud there I was all for going back and telling Spike to hurry and get a oul or sumthing that wood bring a croud, but I gess mebby Spike was rite after all. He say Spikes window displays sel the goods and the oul woodent.

Ive bin wanting a sqwawker horn for my delivvery bisikkel for a long time and the other day I saw a good one in a store window. It lookt like a dandie and it was all nickelld and shiney. It just sooted me. Did I go in and buy it? He say I diddent. There wassent enneighthing to tel how much it was and it lookt too blaim expensiv for me. I aint going into a store and say "How much is that sqwawker horn" and then when they say its so much and I havvent got so much and say thank you and walk out.

When I go in after a thing Ime going to get it. Ime that way. But buleve me I aint going in til Ive got sum ideeah about how much it is.

When I got back to our store I was telling Spike about it and he sed heed go in when he was going by and ask how much the horn was but he sed, "Bill there is a morrel to that insiddent. The morrel is always put a price on things in the window becaws if you dont you looze a sail. Aint it so?" And I had to admit it was becaws there was the case rite before me. And the price of that sqwawker horn wassent enneighthing they needed to hide for when Spike askt them, it was so cheep that he bought it for me.

I gess Ime a grate hand for the mooveys. I kno all the skrene herohs and Ive got pichkchers of them all in my rume. Wel I got talking to Bob last nite about mooveys. He never goze much and I tride to get him to go with me but he sed, "Lissen to me Bill. How old are you?" and I sed "Swete sixtene never bin kissed—enuf."

"Can the commidy," Bob says. "I want to see if I can get an ideeah into your bene. You go to the mooveys 3 times a week and there goze 33 sents dont they?

I had to admit that they did. And he says, "That aint the worst. There goze an hour and a haf for a 6 reeler and a cupple of hours when its a sooper feetcher. 2 hours will be worth to you by and by a dollar."

"How dyou get that way?" I sed. "By and by a doller."

"Its like this," sed Bob. "What you cood lern in 2 hours now, enneigh 2 hours, wood be worth more than a doller to you sum day. So your out about 3.33 a weke."

"That dont leev me much," I sed. "Ime glad it aint as bad as you maik it."

"I want you to prommis me sumthing," Bob sed then. "I want you to prommis me that youll cut the mooveys down to once a weke and buy thrift stamps with the other 22 cents onlie maik it a quarter a weke, and spend thoze 4 hours studdying the bizness out of a book He lend you."

Gee, that sounded awful taim to me. I hait a book about bizness and the more mooveys I see the more bother it is to reed a book. But Bob sed, "If you never studdy the bizness how you going to get enneighwhere. Say, are you going to be just a kind of odd job generul youtillities clerk all your life?"

(Continued on Page 18)

LEAF MARKET JOTTINGS

THERE was a little flurry in Lancaster County tobacco circles about the middle of the month when it was learned that more than 5000 cases of 1918 tobacco had changed hands. For some time past the interest of the packers has been devoted to the new crop. Some of the larger manufacturing concerns have been active buyers. The prices controlling these transactions are not known.

It is believed that the cigar manufacturers, seeing that eight cent cigars, which, as a general rule, contain Lancaster County tobacco, are meeting with a large demand, are replenishing their stocks. The 1918 crop was bought from local growers at considerably less than either the 1917 or 1919 crops, and thus the market price is less to the manufacturers. As many of the cigar manufacturers are pushed with orders, there is expectation of some keen activity in leaf in the near future.

Some few crops are still unsold, and coming into the market at eighteen to twenty cents, very little over the latter price. Deliveries are rapidly being made and, as a rule, are satisfactory, with some reports of bad condition.

It has been customary to begin seed planting about the middle of March, but this year on account of the lapover of winter, it has been impossible. If the weather is favorable, the first week in April will see great activity in this branch of the business. As to the acreage to be planted, it is pretty safe to assume that the farmers will increase the crop if they can. They always grumble and kick during the season, but the last few crops have swelled their bank accounts. The labor supply is always a problem, but somehow they manage to get it, even if they have to go a little deeper into their gunny sacks.

***

Reports from Wisconsin to March 20th, are of comparatively little interest. They had some moist weather and all pitched in to handle the tobacco, followed by cold and dry weather, which stopped operations. But enough had been stripped to relieve the situation for a while. The roads have been opened for hauling, and while the going is rough, many deliveries have been made.

Warehouses are opening up again, but many sorters are out helping the farmers, and the warehouse men are satisfied to let the good work go on. Millions of dollars worth of tobacco which has been held in growers' sheds on account of the dry weather will shortly move into the warehouses. Casing weather is at least two months late this year, but no time will be lost in getting tobacco in condition from now on.

In the South, interest has begun to centre on the probabilities of the new crop, and a correspondent of the Greensboro, N. C., "News," speaks of the doubling of bank deposits and investment of millions of dollars in real estate. He says that hundreds who have never grown a leaf will go in for tobacco culture this spring in the newer tobacco belt, but predicts very little, if any, increase in the old belt.

At Lynchburg, Va., the offerings have been principally of inferior grades, as is usually the case at the end of the season, but all desirable grades were in strong demand and brought good prices. Quotations are: lugs, $14 and $22; leaf, $30 to $44, and wrappers, $65.

At Richmond, Va., the warehouses will close April 2. All of the long dark fire-cured leaf has been sold and practically all of the sun-cured. There has been some activity in sun cured, amounting to about 100,000 pounds at an average of $21 for good, with no advance in lower grades.

At Rocky Mount, N. C., a summary of the season shows over 24,000,000 pounds at an average of $50.91.

***

Reports from the Connecticut Valley indicate an increased acreage of shade-grown in 1920 and a general disposition on the part of planters to grow all the tobacco they can, with nothing definite. The planting season is very late.

Packers holding a large percentage of the lower grades are not expecting very much profit, but the upper grades will command a high price, especially because the wages paid are the highest ever known, ranging from $24 to $45 a week, and making the warehouse cost of assorting and packing into cases, from seven to ten cents a pound.

Almost all of the broadleaf has come out of the first sweat in fine condition.

In Kentucky the report of the Commissioner shows that during February, 1919, there was sold 117,992,879 pounds of old grades, comprising both old and new crops, at an average of $23.28 a hundred pounds. The old tobacco sold in February, 1920, amounted to 4,763,170 pounds, for a total of $973,179.01, an average of $20.43, while during the corresponding month of last year there was sold a total of 4,675,260 pounds, which brought a total of $1,054,522.99, an average of $22.56.

The sales of new tobacco in the State during February amounted to 113,229,709 pounds, for which growers were paid a total of $29,601,125.95, an average of $26.17, while in the same month of 1918, there was

(Continued on Page 16)

GIRLS who operate Model M Universal Tobacco Stripping and Booking Machines wear happy smiles. Without previous experience in handling tobacco they have become expert operators after a few days' practice. They find the work simple, interesting and not fatiguing. And they take care of their Universals without fear of accidents to themselves or to their machines.

Mr. Cigar Manufacturer, you too will smile when you see Model M Universal simplifying your labor problem, speeding up production and cutting down costs. Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116-120 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

18 Rue de l'Echiquier, Paris, France
Case 220, Mont Blanc, Geneva, Switzerland
19 Bishopsgate, London, E. C. 2, England
Kneedler Bldg., 225, Manila, P. I.

FOREIGN SALES OFFICES:

Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 14*)

a total of 110,870,106 pounds sold for $35,118,629.62, an average of $31.58 per hundred pounds.

Late official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1918 Burley crop, dark red—trash, $8 to $13; lugs, $19 to $31; leaf, common, $21 and $28; medium, $32; good, $38; fine and selections, $45 and $50. Bright red—trash, $11 and $18; lugs, $24 to $39; leaf, common, $32 and $38; medium, $42; good, $50; fine and selections, $65.

Old Burley crop—trash, $25 to $35; lugs, $44, $54 and $66; common leaf, $37 and $44; medium, $52; good, $65; fine and sections, $90.50.

New dark crop—trash, $12; lugs, $12 to $16; leaf, $15 to $25.

1919 Burley, dark red—trash, $7 and $12; lugs, $18 to $30; leaf, common, $20 and $26; good, $37; fine and selections, $45. Bright red—trash, $10 and $17; lugs, $23 to $38; common leaf, $30 and $35; good, $50, and fine, $65. Colony—trash, $23 to $33; lugs, $42, $52 and $65; common leaf, $35 and 42; medium, $50; good, $65; fine, $98.50.

No slump anywhere in that schedule, except a little on trash.

The Covington market was active and strong on all grades. Owensboro had light offerings with a slight improvement in prices. Maysville had a lot of low-grade offerings selling from $18.75 to $20, last sale was on March 26. Shelbyville closed with sales for the season of 14,000,000 pounds; average, $29.71. Mt. Sterling closed with about 7,000,000 pounds; average, $31.29. Paris closed with an average of $43.16, exceptionally good.

JANUARY INTERNAL REVENUE REPORTS

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1920.

Products	Jan., 1919.	Jan., 1920.
Cigars (large):		
Class A, No.	64,965,283	170,565,553
Class B, No.	293,612,625	221,448,583
Class C, No.	155,166,228	260,904,724
Class D, No.	2,068,661	8,410,430
Class E, No.	2,893,685	2,304,953
Total	518,706,482	663,634,243
Cigars (small), No.	72,458,974	58,837,900
Cigarettes (large), No.	2,227,650	2,416,546
Cigarettes (small), No.	3,079,212,253	4,528,760,833
Snuff, manufactured, lbs.	2,608,866	3,426,381
Tobacco, manufactured, lbs.	29,308,616	33,608,313
Playing cards, packs	1,609,264	3,744,390

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands, which will be shown later in a supplemental statement.

MEET THE NEW EXPRESS PACKING RULES

WITH

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

The American Railway Express Company will refuse any paper-wrapped shipments weighing over twenty-five pounds, and their rules prescribe certain specifications for the use of corrugated boxes.
We can furnish you Corrugated Boxes guaranteed to meet these rules, as well as all freight and parcel post requirements.

CORRUGATED FIBRE SHIPPING CASES

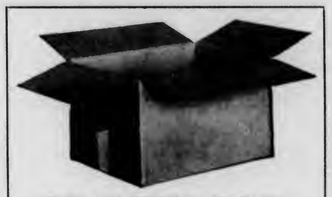
FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

They save you in ORIGINAL COST

They save in TRANSPORTATION CHARGES

They save in WAREHOUSE SPACE



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

If you are not already using them, tell us what you ship and how you ship it, and we will submit a sample box for your purpose and show you a

"big saving in cost"

Corrugated Fibre Shipping Cases are endorsed by Railroads, Express Companies and the Trade. They mean ECONOMY in cost. They eliminate losses through damage or pilfering.

It will pay you to investigate
Write us at once stating your needs

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

The ITALIA Pipe

Will put pep into your PIPE sales which will make you wish you had featured it long ago.

WE make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.

Kaufmann Bros. & Bondy
The Oldest Pipe House in America
33 East 17th St. New York, N. Y.

LETTERS FROM THE STORE KID

(Continued from Page 13)

That kind of stumpt me and I coodent say enneighthing for a minnit and he sed "Hav you sene enneighbody in your mooveys get to be a bank president or enneigh kind of a millyunair without studdying or sumthing? Not so youd notis it. Get bizzy kid and see if you cant lern sumthing besides the life history of fattie Arbuckel and Mary Pickferd."

I woodent stand for that sort of stuf from everyboddy. If Persy tride enneigh of that on me Ide slap his rist and brake his rist watch, but Bob is my frend and heez getting more munny than enneighboddy else in the store so heed ought to kno sumthing about it. I want to be a sailsmun like him sum day and he sayz the way to get there is to studdy. He studdyed.

I diddent maik enneigh prommis but Ime thinking it over and I gess Ile haf to cum to it. I can see my father thinks I ought to begin paying board prettie soon and if Ime going to pay board, that will cost more than the mooveys and Ive got to get to where Ime maiking more munny or sumthing.

Its pretty tuf too becaws theyer just starting "Febo, the Iron Man" cereal and Ive seen 2 shoze of it and its grate. I gess Ile go to Febo once a weke and pass up fatty and Mary. Gosh, its hel to be a bizness man. But when I set out to be one, you bet Ime going to be one or bust. Ime that way.

Don't overwork Jim. Remember if you get too much munny for working too hard theyll taik it away from you by a inkum tacks.

Yours till we croke,

Bill.

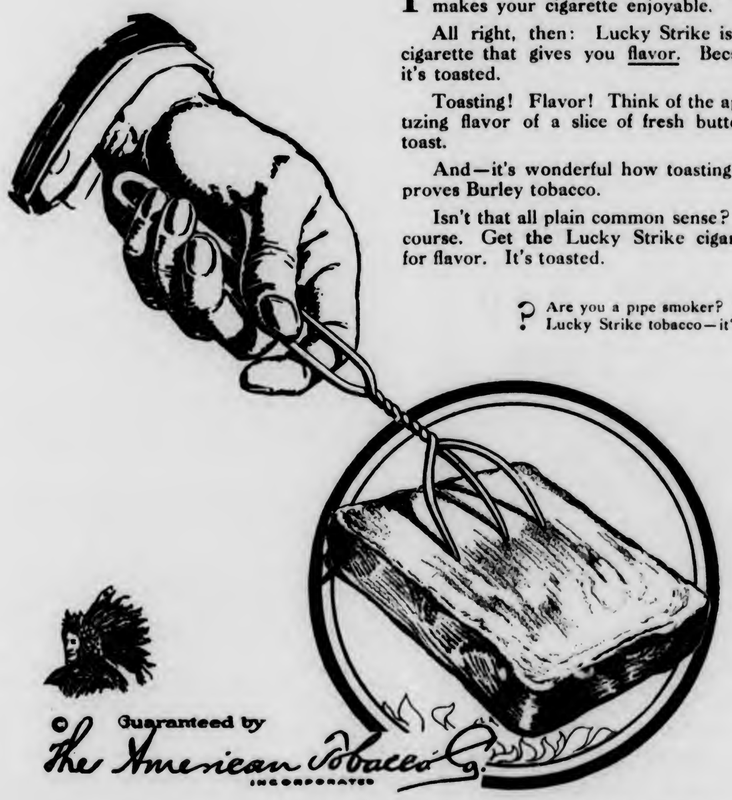
BILL TO FINANCE TOBACCO PURCHASES

CONGRESSMAN BYRNS, of Tennessee, has introduced a bill in the House of Representatives for the purpose of amending the War Finance Corporation Act so as to empower and authorize the corporation "to pay to any person, firm, corporation or association engaged in business in the United States the contract price of supplies of tobacco hereafter purchased, or agreed to be purchased, by the Italian or French Governments from any such person, firm, corporation, or association, and to accept in full payment of the moneys so advanced, the bonds, obligations, or other evidence of indebtedness to be issued by either of said governments for the payment of the moneys so advanced, to bear interest at the rate of six per centum per annum from the date of such advance."

The bill provides that the total advances to be made by the corporation shall not exceed $50,000,000, which sum is to be appropriated by Congress for the purpose. An effort was made some time ago by certain tobacco interests having an export business in view to secure funds from the War Finance Corporation for the purpose. It was stated at that time that such funds could not be advanced in view of the fact that tobacco was looked upon more as a luxury and the corporation was without power to deal with anything but necessities.

C. L. L.

LUCKY STRIKE CIGARETTE



IT'S like this. Flavor is the thing that makes your cigarette enjoyable.

All right, then: Lucky Strike is the cigarette that gives you flavor. Because it's toasted.

Toasting! Flavor! Think of the appetizing flavor of a slice of fresh buttered toast.

And—it's wonderful how toasting improves Burley tobacco.

Isn't that all plain common sense? Of course. Get the Lucky Strike cigarette for flavor. It's toasted.

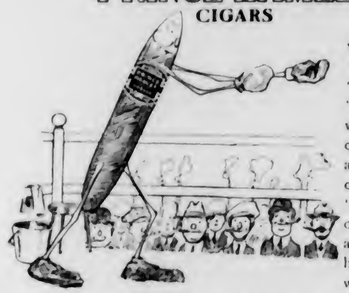
? Are you a pipe smoker? Then try Lucky Strike tobacco—it's toasted.

Guaranteed by
The American Tobacco Co.
INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.

Yours for a Knockout!

PRINCE HAMLET
CIGARS



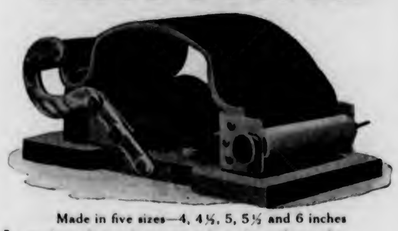
WE'RE handing old man "Demand" a "knockout blow" with our street car and display advertising. You can win a quick "decision" over a customer's smoke appetite in just as handy a fashion with

PRINCE HAMLET
2 for 25c.—15c.—25c.
Also 10c. and 11c. sizes
The Well-Balanced Satisfying Smoke

"Cut loose" and connect with bigger business!

BAYUK BROS. CO.
Manufacturers of the Famous "Mapacuba" Cigars, Philadelphia
New York, 119 Lafayette Street Phone, 3166 Franklin

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Notes and Comment

David Dushkind, who resigned his position with the International Planters' Corporation on March 15, is now associated with D. Saltzman & Company, coat manufacturers, 34 W. 32d Street, New York City.

The Christian-Hughes Cigar Company has been incorporated in Richmond, Va., with an authorized capital of $100,000.

The annual meeting of the International Cigarmakers' Union will be held in Cincinnati on April 12. Three hundred unions will be represented. One of the principal questions to be discussed will be establishing a uniform wage for cigarmakers in the United States and Canada. Amendments to the constitution of the union will also be considered.

March 25, 1920. Bought three ten-cent cigars of a well-known brand at a small store in West Philadelphia. They were dry, tasteless and unsatisfactory. The storekeeper looked ignorant. Every cigar dealer should know that when the air in his cigar case becomes dry, or cigars in a box on a shelf, the value of the cigars decreases beyond computation. They are no more good than dried vegetables. Every cigar case should have some sort of humidor facilities.

A ten-acre field of tobacco well tended, will frequently bring more at selling time than a twenty-acre field with half attention. Nothing in the record of sales in the Southern country this year has been so remarkable as the high prices paid for tobacco, on a few acres of land. Tobacco just loves to be nursed and coddled.

Mr. Frank Harwood, director of publicity for the General Cigar Company, left recently on a month's trip to the Pacific Coast, and will call on the company's distributors en route.

When a cigar dealer offers you a formerly nickel cigar for ten cents, just remember that you are paying him with a forty-six cent dollar, which makes the price a little better than right. As 46 is to 100, so is 5 to 11.

We are not paying much attention just now to politics, but we have a pile of bricks in soak to swat the dry and smokeless candidate next November.

William J. Seidenberg & Company, cigar manufacturers, with offices at 1465 Broadway, New York, have established a factory at 492 Broome Street with a capacity of 75,000 to 100,000 cigars a day.

While there are no authentic quotations of prices, the Porto Rico crop is shorter than was expected, the farmers have been demanding prices that have temporarily halted buying, but a wild scramble for the crop is probable.

The Cien Porciento Company, manufacturers of cigars, has moved its offices from 123 Liberty Street to 94 Park Street, New York.

The Helper Brutchick Company has been incorporated at Buffalo, N. Y., with a capital of $150,000 to engage in the grocery and tobacco business.

The Farmers' Tobacco Warehouse at Rich Square, N. C., has been chartered with an authorized capital of $50,000.

The Sparrow-Gravely Tobacco of Martinsville, Va., has increased its capital from $50,000 to $200,000.

The Proctorville Warehouse Company, of Proctorville, Robeson County, N. C., has been chartered with an authorized capital of $50,000.

The business of Emilio L. Suarez Company, at Milwaukee, Wis., will be taken over by the newly incorporated company known as the Dolores Cigar Company.

The Burley Tobacco Company, of Horse Cave, Ky., has been chartered with an authorized capital of $50,000.

The Morton Tobacco Company, Louisville, Ky., has been incorporated with a capital stock of $250,000.

Recent dividends are: American Tobacco Company, one and one half per cent. quarterly on preferred, payable April 1st. General Cigar Company, one and three-fourths per cent. quarterly on preferred, payable April 1st. American Snuff Company, one and one-half quarterly on preferred, and three per cent. on common, payable April 1st.

Daniel C. Roper, Commissioner of Internal Revenue, recently resigned the position, his resignation to become effective on April 1. He will be succeeded by William Martin Williams, of Alabama, solicitor for the Department of Agriculture. Mr. Williams formerly practised law in Montgomery, Ala.

F. W. Haas, formerly in charge of the New York offices of Arguelles, Lopez & Bro., at 222 Pearl Street, New York, has taken charge of the Arguelles Lopez offices in Tampa, Florida. The Tampa offices will be Western sales headquarters, and the New York offices will be the Eastern sales headquarters.

The Windsor Redrying Company has been incorporated at Windsor, N. C., with a capital stock of $50,000.

E. C. Brown, Pennsylvania representative of Dusel, Goodloe & Company, is seriously ill at his home in this city with uremic poisoning. A special nurse is in attendance and his condition is serious. Mr. Brown is one of the best known cigar salesmen covering Western Pennsylvania.

THE MOTHER'S PAGE

Nice Old Lady—"Will you kindly tell me if the lady who writes 'The Mother's Page' every week is in? I want to tell her how much I have enjoyed reading her articles on 'The Evening Hour in the Nursery.'"

Office Boy—"That's him over there with the pink shirt, smokin' a pipe."—"Hussey's Little Traveler."

They Line Up For The WDC

Advertising like that shown below starts the crowd moving

The store that displays WDC Pipes is as busy as the box office of a popular show.

No tobacco shop is properly furnished until there is at least one attractive WDC case on the counter.

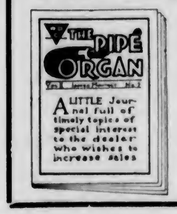
No dealer's sales are as large as they can be until he's carrying the full WDC line.

Reproduced from the March 6th issue of Saturday Evening Post

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

A favorite of the man who wants a comfortable pipe

Send this coupon for "The Pipe Organ"



Please place my name on your mailing list for "The Pipe Organ." It is understood there will be no charge and that I will not be obligated in any way.

Name _____

St. & No. _____

City & State _____

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK | FACTORY TAMPA FLORIDA | WAREHOUSE LEALTAD 129 HAVANA

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co., LIMA, O.

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

STEAMSHIP COMPANY OFFERS EXPLANATION

Upon complaint of some of its members engaged in importing Havana tobacco as to the delays they are experiencing at the docks, the T. M. A. took the matter up with the Ward Line.

In response, Mr. W. D. Macey, vice-president of the company, personally called on Secretary Dushkind and gave every assurance that it is, and has been, and will continue to be the company's policy to serve the tobacco interests in the best possible way, and that as far as it is within the power of the steamship company to render efficient service, nothing will be left undone to that end.

THE DELI MAATSCHAPPIZ JUBILEE.

The Deli Maatschappiz celebrated its golden jubilee—a great day in the Dutch tobacco trade, recently. The Deli Maatschappiz is the biggest and most important of the tobacco growing companies in Sumatra. The founder of the company, writes the "Nederl Tabakscourant," and more especially Messrs. P. W. Janssen, Nienhurps and Cremer, are held in high esteem in all the countries which have done business in the Amsterdam tobacco market. The aim of the company has always been to furnish the market with tobacco of the very best quality. The jubilee was celebrated in Amsterdam in the simplest manner possible, but in Sumatra great festivities took place.

CIGAR TRADE OF SWITZERLAND

During the war Switzerland exported large quantities of cigars, the value of this item amounting to $789,551 in 1917 and to $719,210 in 1918. In the latter year 56 per cent. of the imports of cigars, $403,474, went to Germany; Belgium also took Swiss cigars to the value of $108,129 in that year. These countries were cut off from the open markets and had to rely on imports from neighboring neutrals. Imports of cigars into Switzerland declined from $153,961 in 1917 to $60,564 in 1918. One of the most popular cigars manufactured in Switzerland for the domestic trade is the "Stumpen" brand, which is made of Virginia and Kentucky tobaccos.

BRITISH INDIA TOBACCO

British India has almost as much land under tobacco cultivation as the United States, according to the figures published in a British trade journal reprinted from an Indian Government leaflet. The total acreage is 1,014,862, and, in addition, about 100,000 acres are under cultivation in the Native States. As a result of the one-sixth preference accorded tobacco imports from the colonies by the United Kingdom, a considerable expansion of the Indian tobacco industry is anticipated in 1920.

Although the bulk of the tobacco grown in India is consumed there, a comparatively large export trade is steadily increasing. The chief markets were Aden, Hong Kong, France, Straits Settlements, Holland, and, before the war, Germany.

A North Carolina charter has been granted to the Smithfield Stemmery Company with an authorized capital of $100,000.

T. M. A. CONVENTION PLANS GROWING

President Eisenlohr, of the T. M. A., has set his whole heart upon making the coming tobacco men's convention, to be held at the New Willard Hotel, Washington, D. C., on May 19th and 20th next, a complete success. So much so that he has cut his annual vacation to Florida to return to his office and give his personal attention to the matter.

Secretary Dushkind, of the T. M. A., spent the entire afternoon with Mr. Eisenlohr at his office in Philadelphia on Monday, mapping out an elaborate plan and program for what will, from all accounts, be an epoch-making event in the history of the trade.

Mr. Dushkind is highly elated over the news that has come to him that the Ohio Leaf Tobacco Packers' Association will undoubtedly be represented at the convention by its president, S. Major Newburgh. He is now confident indeed that the cigar leaf branch, like all other branches of the industry, will be strongly represented at the convention.

The names of those planning to attend are still pouring in with every mail, and judging therefrom it is apparent that when the doors of the convention open on May 19th next there will be an excellent representation in attendance, from every branch of the industry, in every section of the country, which is the object the T. M. A. is working hard to attain.

TO PROTECT PHILIPPINE TOBACCO PORT

Washington, D. C.

Measures for the better protection against storm of the port of Aparri, Philippine Islands, have been introduced in the Philippine legislature, according to the Bureau of Insular Affairs of the War Department. Since the whole tobacco crop of the Cagayan valley is shipped from this port, it is one of the most important harbors in the islands.

As it is now, fierce storms sweep up the river and fill the mouth of the port with sandbars, making it impossible to enter the river, and at times the winds are so strong that vessels cannot anchor outside. The plan is to extend a railroad into the Cagayan valley, and develop the port of Aparri and provide protection against storms. The valley is one of the richest sections of Luzon, and is largely undeveloped because of the lack of transportation.

C. L. L.

IOWA ANTI-CIGARETTE STATUTE VALID

Washington, D. C.

The United States Supreme Court has ruled that it is without jurisdiction to review the case of the C. C. Taft Company, tobacco dealers, against the State of Iowa, involving the constitutionality of an old Iowa anti-cigarette statute.

The Taft Company had cigarettes seized in shipment by the sheriff at Polk County, Iowa. It claimed that the goods were in interstate commerce, and that no intent had been given to show that the original packages were to be broken and the contents offered for sale in Iowa. The Taft Company list in the Iowa Supreme Court, and the refusal of the United States Supreme Court to review the case, upholds the validity of the statute.

C. L. L.

WADSWORTH CAMPBELL CO. ENLARGE

The Wadsworth Campbell Cigar Box Company, of Detroit, recently acquired the Union American Cigar Box plant in Pittsburgh, Pa. The latter concern is said to be in liquidation.

The OWL Brand

What Montana said

"WE have the greatest copper producing district in the world. That and gold, discovered in 1862, put us on the map. We can always rely on 'em, too. And there's another thing we rely on—Owl Cigar."

Montana is right. Every State can and does count on the Owl Cigar because its mellow fragrance never changes. This mellow fragrance is guaranteed by the $3,000,000 leaf reserve which the General Cigar Co., Inc., has always curing for your benefit and satisfaction. All the leaf that goes into Owl is aged from one to two years. That's why Owls are always so uniformly fragrant.

Try an Owl—the Owl brand with the Brown Band.

DEALERS: If your distributor does not sell the Owl cigar, write us:

General Cigar Co., INC.

DEPENDABLE CIGARS

102 West 40th Street, New York City

OWL 8c
2 for 15c
50 in box, $3.50

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for storage at seaboard saves rental carriage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

PROPOSED TAX ON ADVERTISING

Washington, D. C.

A tax of ten per cent. upon all advertisements in books, magazines or newspapers having a circulation of five thousand or more, or pamphlets or other publications entering the mails, is proposed in a bill which has been introduced in Congress by Representative Thompson of Ohio. The only exceptions would be classified advertisements under the headings of "lost," "found," "help wanted" or "positions wanted."

On all advertising other than that specified above a tax of fifteen per cent. of the sum usually charged for the production of such matter would be levied. This would take in bill boards, posters, street car advertisements, theater programs, etc. In both instances the tax would be payable by the advertiser.

Adoption of a tax on advertising, in the opinion of the author of the measure, would materially reduce the advertising space used and would conserve the supply of print paper, while at the same time providing revenue for the Government. The measure has been referred to the House Committee on Ways and Means.

C. L. L.

WAGES IN THE IRISH TOBACCO TRADE

The Tobacco Trade Board (Ireland) met in Dublin on the 12th ult., and, after considering the objections that had been lodged to their proposals, dated October 17, 1919, decided to fix the rates therein proposed, and to ask the Minister of Labor to confirm the said rates, and make them effective on and after March 5, 1920. The general minimum time rate fixed for male workers of 21 years of age and over is 49s. 6d., and for female workers of 21 years of age and over 31s. 6d., in each case for week of 47 hours, with corresponding rates for younger workers. The following overtime rates have also been fixed: Time and a quarter for the first two hours on any day; double time for Sundays and holidays. A notice containing full particulars of the Board's determination will be issued to all employers in the trade in due course.—"Cigar and Tobacco World," London.

HOLLAND'S EAST INDIA

"Holland's East India" is our latest, and a very welcome exchange. It is edited and published by A. A. van der Kolk, at Buitzenzorg, Java. Typographically, it is a very artistic production, with excellent illustrations.

Geographically, it is interesting because the group of islands in the Indian Ocean, includes in close proximity, Sumatra, Borneo and the Philippines, while directly east lie New Guinea and Australia.

As a tobacco trade journal, we are pleased to have a correspondent so near Sumatra, and hope from time to time to glean for our readers some items of interest and profit.

The magazine will be kept on file for reference by any of our readers who are interested, and it may not be amiss to mention that we have files of tobacco trade journals from England, Ireland and Canada always at their service.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing Commissioner of Patents, Washington, D. C., and enclosing 10 cents for each patent wanted. In ordering, give patent number only.]

No. 1,328,466. CIGAR LIGHTER. Tycho Van Aller, Schenectady, N. Y., patentee.

An electric device, comprising the combination with a pair of similarly formed insulating slabs of a U-shape member embedded in the face of one slab, screws entering said U-shape member for securing the slabs together, two conducting strips fastened to the inner face of one of the slabs and adapted for connection with a source of electric current, a heating unit placed over the U-shape members, the unit having conducting pins thrust into fractional engagement with said conducting strips.

No. 1,331,872. COMBINED ASH TRAY AND CIGARETTE EXTINGUISHER. Henry W. Plucker, New York, N. Y., patentee.

Patent for a combination of an ash tray and a receptacle for cigarettes, the tray having means for engaging the cigarettes in said receptacle, and such means being adapted to extinguish same by a crushing action and transfer them from the said receptacle to the said ash tray.

No. 1,333,695. COMBINATION CIGARETTE AND MATCH CONTAINER. Edward H. Anshelm, Cambridge, Mass., patentee.

Patent for a container for cigarettes, matches and the like having, in combination, an outer cylindrical casing provided with an opening extending longitudinally of one side thereof, a second cylindrical casing disposed within and in concentric relation to said outer casing and forming an annular chamber adapted to contain cigarettes; means in the annular chamber adapted to separate the cigarettes therein to form pockets, and caps secured to opposite ends of second cylindrical casing, adapted to close opposite ends of the annular chamber.

No. 1,333,989. CIGARETTE BOX. Aaron Mendelson, Brooklyn, N. Y., patentee.

This patent is awarded for a case for cigarettes comprising a pair of hinged lids having a pivot of polygonal cross-section connecting the same, a support carried by the pivot and held intermediately of the lids, means to limit the opening movements of the lids and means to hold the lids closed.

No. 1,328,964. TOBACCO EXTRACTOR. Harry J. Penn, Madison, N. C., patentee.

A patent granted for a device for extracting plugs of tobacco from a container, said device comprising a shank provided with a laterally projecting hook, the forward edge of the hook being sharpened to a cutting edge.

IS A CLAM CONTENTED?

The man who is perfectly contented is too much like a clam to be safe at a clambake, according to an exchange. But who can prove that a clam is contented, or that there is such a man?

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARECHAL BAYARD:—41,640. For cigars. March 1, 1920. Ehrlich & Haas, New York City.

AMERICAN CITIZENS:—41,641. For cigars, stogies. January 19, 1920. Belmont Cigar Co., Belmont, Ohio.

LITTLE ALBERT:—41,642. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 10, 1920. I. J. Myers, Albert Lea, Minn. Title originally registered on March 5, 1904, by Albert Lea Cigar Factory, Albert Lea, Minn., of which Mr. I. J. Myers is the proprietor.

GEDILAS:—41,643. For cigars. February 25, 1920. D. L. Klein, Brooklyn, N. Y.

TANGIBLE:—41,644. For cigars. March 9, 1920. Geo. C. Marshall, Rome, Ga.

PRIDE OF BALTIMORE:—41,645. For cigars. February 18, 1920. Petri, Schmidt & Bergmann, Phila., Pa.

OPTION:—41,646. For cigars, cigarettes and tobacco. March 11, 1920. Haas Bros., Cincinnati, Ohio. Trade-mark claimed to have been in actual continuous use for a great many years when it was first adopted by H. L. Judell & Co., San Francisco, Cal., from whom title was derived by registrant by a transfer dated March 3, 1920.

JOSEPH HARDING:—41,647. For all tobacco products. March 9, 1920. The Moehle Lithographic Co., Brooklyn, N. Y.

JEAN FRONDE:—41,648. For all tobacco products. March 9, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

DUKE OF VENDOME:—41,649. For all tobacco products. March 9, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

GARCIA MARNATI:—41,652. For cigars. February 25, 1920. Abe Brilliant, Chicago, Ill.

STANCREST:—41,653. For all tobacco products. March 12, 1920. Chas. J. Stanley, St. Louis, Mo.

BLENVALE:41,655. For all tobacco products. March 16, 1920. American Litho. Co., New York City.

BLENWORTH:—41,656. For all tobacco products. March 16, 1920. American Litho. Co., New York City.

BLENDALE:—41,657. For all tobacco products. March 16, 1920. American Litho. Co., New York City.

BLENCOURT:—41,658. For all tobacco products. March 16, 1920. American Litho. Co., New York City.

BLENFORD:—41,659. For cigars. March 16, 1920. American Litho. Co., New York City.

THE:—41,660. For cigars. March 13, 1920. W. H. Falker & Son, York, Pa.

TRANSFERS

DAYLIGHT:—739 (Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. Co., New York City. Transferred to W. W. Haynie, St. Louis, Mo., on February 20, 1920, by General Cigar Co., Inc., New York City, successors of Lichtenstein Bros. Co.

FEMMICA:—34,084 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 23, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to M. Rodrigues, Ybor City, Florida, on March 4, 1920.

HARVARD CLUB:—10,505 (U. S. Tobacco Journal). For cigars. Registered March 6, 1889, by the Mutual Union Cigar Co., South Bend, Ind. By various transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Haas Bros., Cincinnati, Ohio, March 3, 1920.

THOMAS MAY PEIRCE:—23,970 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 23, 1912, by Penn Cigar Mfg. Co., Phila., Pa. By various transfers acquired by Maurice Jones, Phila., Pa., and re-transferred to A. F. Muehlhauser, Quakertown, Pa., February 2, 1920.

INVITATION (Tobacco). For cigars, cigarettes, little cigars and stogies. Registered July 17, 1912, by the Fromherz-Berlzheimer Co., Chicago, Ill. Transferred to The Moehle Litho. Co., Brooklyn, N. Y., February 25, 1920.

LA FORTADA:—26,990 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered April 8, 1903, by Mosner & Kotz, Chicago, Ill. By various transfers acquired by Wedeles Bros., Chicago, Ill., and re-transferred to Max Rapoport, Chicago, Ill., March 13, 1920.

SCARLET LETTER:—9,522 (Tobacco Leaf). For cigars. Registered January 9, 1895, by Heineman Bros., Baltimore, Md. Transferred to Sidney J. Freeman & Sons, New York City, March 15, 1920.

TO 'FRISCO BY AIRPLANE

Delegates desiring to travel by airplane or dirigible, instead of by special train to the Seventh National Foreign Trade Convention which will be held at San Francisco May 12 to 15, are requested to send in their applications at an early date to O. K. Davis, Secretary of the National Foreign Trade Council, 1 Hanover Square, New York City.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9054 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9054

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

Perfect Lithography
CIGAR LABELS CIGAR BANDS
AMERICAN BOX SUPPLY COMPANY
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
CALVERT LITHOGRAPHING COMPANY

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 8

The TOBACCO WORLD

APRIL 15, 1920

LIBRARY RECEIVED APR 9 1920 U. S. Department of Agriculture

About the Middle of April
We Will Move Into Our
New Office Building at

142 WATER STREET

H. Duys & Co., Inc.

142 Water Street New York City

It is the desire and policy of
The American Tobacco Co.
to extend to its customers the maximum of service and every courtesy within its power.

WRITTEN in large letters, framed and hung upon the walls of all our offices is that business motto. It is put there to catch your eye just as you come in, for we want you to KNOW what our policy is BEFORE you deal with us. We are confident that we can prove it to you AFTER you become our customer. It embodies everything that is worth while in business dealings. We CANNOT do more; we WOULD NOT do less.

Hung on our walls it keeps us, as well as you, mindful of our policy. From General Manager through salesmen to office boys, there can be no deviation. Every representative that goes out from our office has the slogan ringing in his ears: "SERVICE," "COURTESY." It establishes and maintains our business as well as yours. It is the basis of friendship; it is the keynote of success.

The American Tobacco Co.
INCORPORATED

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES
CHANCELLOR
— CIGAR —
HIGHEST GRADE
THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J EISENLOHR ..... President
EDWARD WISE ..... Chairman Executive Committee
GEORGE W HILL ..... Vice-President
GEORGE H HUMMEL ..... Vice-President
JESSE A. BLOCH ..... Vice-President
JACOB WERTHEIM ..... Ex-President
JOSEPH F. CULLMAN, Jr ..... Vice-President
LEON SCHINASI ..... Vice-President
ASA LEMLEIN ..... Treasurer
CHARLES DUSHKIND ..... Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 200 W. 138th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

WANTED POSITION AS FOREMAN IN city or country. Have all around experience and executive ability. J. J. Spitz, 1076 Tiffle Street, Bronx, New York.

WANTED—A SALESMAN COVERING PHILADELPHIA, Eastern Pennsylvania or Western New Jersey, to handle a profitable sideline. No samples required. Liberal commission. State territory covered, etc., and arrange for appointment. Replies confidential. Address Sideline, Box A-205, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A 203, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 April 15, 1920 No 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 226 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Plain Facts!!

Our Daddies were fond of Cheroots.

Some years ago they wanted their cigars as strong and as black as they could get them.

And the harder the kick the better they were supposed to be.

But eventually smokers wanted a change.

No one was quite sure what the trouble was, and for a time manufacturers failed to understand the mistaken cravings for a "claro."

They tried to train the smoker's eye without much thought about his smoke appetite.

But we have learned a lot in ten years.

Most of the fellows who smoke cigars want them all the time and they want them as mild as they come.

The day of the fifty-horse power kick has gone the way of the blunderbuss and the bull team.

And now everything is very different.

All the big successes of the past ten years were built around the mild, free burning cigar.

If it looks well and smokes well and if there are no headaches or regrets afterwards, it sells in the millions.

And no cigar fills the bill better than a Manila.

Any hard boiled smoker can preserve his good humor and pursue the even tenor of his way on a Manila smoke diet.

Ask any dealer East, West, North or South who has given a good Manila cigar a chance.

And on the subject of better Manila Cigars.

The demand of American smokers has increased the importation of Class C Manila cigars three hundred per cent. in the past six months.

Ask your jobber for High Grade Manilas. Your heavy smokers will appreciate them.

"There is Money in Manilas"

List of Manufacturers and Distributors on Application

MANILA AD AGENCY

C. A. BOND, Manager

609 West 127th Street, N. Y.

PHONE, MORNINGSIDE 6204

Camel Cigarettes

Sell'em by the carton!

NEVER was the market for Camel cigarettes so wide open! Your opportunity to break all cigarette-sales-records is *now!* And, Camels are right there with the quality and flavor to keep the cash register jingling overtime every sale-day in the year!

You sure have got the good business idea when you put the loud pedal on that Camels-by-the-carton talk.

Just as quick as you get customers buying Camels-by-the-carton you begin to notch up turnovers and profits like you never had before!

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

Wolverine
BUNCH BREAKERS

"From Two to Three Dollars Per Thousand, Saved on Binders Alone," says one user.

THEY WILL DO THE SAME FOR YOU

Let us send you one of our bunch breakers by prepaid express ON THIRTY DAYS FREE TRIAL.

Write for One Today

The Price is Twenty-five Dollars ($25.00)

West Michigan Machine & Tool Co.

Grand Rapids - - Michigan

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5819 Spruce St., Phila., Pa.
Phone, Belmont 5846

LIPSCHUTZ'S
44
CIGARS

44 Cigar Co., Inc. **Philadelphia**

Volume 40

THE TOBACCO WORLD

Established 1881

Number 8

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, April 15, 1920 Foreign $3.50

BUSINESS BUILDING

By a trained Business man and advertiser
Written especially for The Tobacco World

by A. E. Pharo

All rights reserved

IF YOU ARE LOCATED in a city or large town, make it a point to visit a chain store in your line, say once a week. Go to study and to learn, and to get pointers. Study the show window. Don't merely look at it. Go in and buy something. Note with care the inside arrangements, and the display of goods. I particularly suggest that you loaf there a while, carefully observing how the clerks talk and treat their customers.

You'll get some good pointers on up-to-date methods.

YOU NEED ADVERTISED GOODS more than ever before, says an editorial in a high-class business publication. The editor is right, and there are reasons. I would like to give them all, but the editor frowns when I grow wordy. Believe me, though, that goods with prestige and advertising behind them are made to please the public, and to meet its tastes. These big fellows have to watch the taste of the public closer than a doctor watches the pulse of a desperately sick patient.

If the public taste changes these keen-sighted men change their goods to correspond. Nothing stubborn about them. They are out to please. They spend big money to learn what will please the most, and having gained the knowledge they act on it.

You, too, are out to please, Friend Dealer. That's your life blood. If you don't please, well, Good Night! You know that when you come to think of it.

Pleasing people is a simple matter after all. Three things are needed. First, handle the kind of goods they like. Second, give cheerful and courteous service. Third, let the people know this by every way possible.

Simple, isn't it? And yet, it is complicated, too. For you want to keep your eyes open and your ears alert for pointers and suggestions how best to do these three things.

JOHN WANAMAKER HAS SOME stern business critics; and many a dealer could tell him how to run a store. But John does quite a little business in his little shop, and is making a fair living, I hear. I hope you read that part of his advertisement every day which is signed by himself. It is just jammed and packed with human nature. It gives pointers to the ambitious man, and inspiration.

Not only is it interesting; but it will help you. It will help you mightily. Read it.

THAT SHOW WINDOW OF YOURS. I'm glad to see the editorials and the special writers of THE TOBACCO WORLD are talking Show Windows much and often. And I hope whenever you see the word "Show Window" in these pages you will pounce down upon it, like a meadow hawk on a field mouse, get the vitals out of it and put them in your brain.

To a cigar dealer the Show Window is about the yellowest dandelion on his lawn. It is his silent salesman, working without salary. If petted, caressed and loved enough it will pull passing people in the store and make 'em buy goods galore, whether they intended to or not.

Let me entreat you to fall in love with your show window. Doll it up, dress it up, spend much time in its company. Nothing is too good for it, and it will handsomely repay you for all your attentions.

SOME SALESMEN GET ten thousand bones a year, and they earn it because of their large sales. Others in the same line and in similar territory get five hundred a year, and are overpaid, because they don't earn it.

It's all in the man, you see. A ten-thousand salesman was trying to tell the know-how. He said: Turn up

with a smile and keep smiling, even if turned down. Try and out-think the buyer, rather than out-talk him. Be silent when you have nothing to say and particularly when the customer has something to say. Take a firm interest in the firm's business. Win respect by being respectable and respectful. Be courteous in the face of discourtesy. Have self-confidence, but don't parade it. Keep your word, your temper and your friends. Give respect and friendship and it will return a hundred-fold.

All this spells PERSONALITY, my good friend! If you will read these things earnestly and plant 'em in your daily habits, you will slowly develop personality. Don't ask me what it is, for dinged if I can describe it. I only know I'd rather have it than a gold mine. It would do more for me. It would not only build up my business and make me rich, but it would make valuable friends, give me influence, send me to Congress if I wanted to go, multiply my capacity to enjoy life.

Get PERSONALITY if you can. You will occasionally find hints-how in this department.

WONDERFUL ARE THE CHANGES of the world. A few years ago we were all throwing roses to ourselves, because the great things we were building—great machines, locomotives, factories, ships and such. Today we are building something infinitely better. We're building MEN. Colleges, night schools, mail schools, books, trade papers, all are BUILDING MEN. Business men, and then some—all-around men. A little cigar store man may start man-building by reading this journal and may never stop till he lands in the Big Chair at Washington. It sure is a miracle how high a man-building man can raise himself.

HER FACE IS HER FORTUNE, is a phrase you will often hear in reference to ladies in various vocations besides the theatrical. This truth don't apply to ladies exclusively by a long shot.

I know a cigar dealer. He has a wart on the side of his nose, and any one who called him handsome would never be appointed judge at a beauty show. This chap bought out an old, run-down cigar store which wasn't doing enough business to pay for matches to light the gas, and in six months he had a trade which put him in the income tax list.

How did he do it? You have me up a tree.

He had a "I'm glad to see you" look in his eye. When he waited on a customer his whole heart was on the job, like it was the most important thing in the world, and his "Good Morning, Sir," sounded like he was talking to his dearest friend. He is a success, and that smiling face of his turned the trick.

Tampa Cigar Manufacturers Win and Lose

Tampa, Fla.

TAMPA cigar manufacturers won and lost this week in two of the most important cases affecting the industry here—won the big one, getting a decision from Circuit Judge Robles that they have a right to organize and buy the complete output of all local cigar box factories, and prescribe any regulations they desire as to the distribution of these boxes—even to the exclusion from supply of any manufacturers not members of the association.

They lost the first round in the suit against five of them—and with them on the losing side was the cigar pickers and packers' society—filed by the American girl pickers and packers who were forced out of work when the Spanish society, by strike forced the manufacturers to fire the girls and hire union men.

In the former case, F. Garcia & Brother sued for an injunction against the cigar manufacturers' association and the three local cigar box companies, alleging a combination in restraint of trade. The box factories refused to sell boxes to the Garcia firm unless it joined the manufacturers' association. The association and the factories contended that this stand was the result of a legitimate business transaction—that the association contracted to buy the entire output of the box factories, and as such purchaser the association had the right to designate who should be allowed a portion of their contract.

Judge Robles upheld the manufacturers' association and the box companies—that the box companies had a right to sell to any concern or organization it pleased, and to make deliveries on the order of the purchaser.

The attack of the Garcia attorneys on the alleged monopolistic character of the cigar manufacturers' association was not touched upon by Judge Robles in his decision.

In the other case, the American girl packers, fired and replaced by union packers, sued the individual cigar manufacturers concerned, the packers' union and its members and officers individually, for $5000 damages for each girl for loss of employment, alleging a conspiracy to deprive the girls of their means of livelihood. The manufacturers and the packers filed a demurrer, claiming that no conspiracy had been shown.

Judge Robles ruled that where two or more parties entered into an agreement to replace any person or to secure the discharge of employees, that the discharged employees have a case for damages. There are five separate suits by five different girls, and if these are successful another dozen suits by other girls probably will be filed.

The criminal charges against the packers and pickers and the five manufacturers named in the suits, are awaiting their turn on the calendar, according to Solicitor Chancey. The charge is conspiracy to deprive citizens of their right to secure a livelihood, etc.

G. F.

Heavy Rains Hit Cigar Box Lumber

THE heavy rains of the week of April 1st will have their ill effect indirectly on the cigar manufacturing industry. Reports from Memphis state that logging operations everywhere are at a standstill. A log purchasing agent who has gone over the territory in Southeastern Arkansas and Northern Louisiana states that after the heavy rains of March 31st lumbermen generally abandoned all hope of logging. Many mills have been closed down through inability to get logs, thus emphasizing the very small supply of logs that the mills have been able to keep on hand.

It may not be known generally among cigar manufacturers but cigar box lumber concerns have not only been unable to take on new customers, but are filling orders from old customers only on a basis of their orders last year, and the cigar box lumber mills are unable to give the same quantity under present conditions.

What little machinery is used in the manufacture of cigar boxes is far oversold and deliveries for orders placed now are only promised for September or October.

The lumber supply is so small at present that half a dozen box factories have either closed down or sold out during the past thirty days. The only thing that cigar box factories selling out have had to offer has been a few pieces of machinery, practically all of them being forced out by lack of lumber.

Regulated as it is by the law of supply and demand, it is hard to see how there can be anything but an upward trend in all lumber prices for several months. When logs that formerly sold to cigar box lumber men at $10 per thousand feet sold last month on the Mississippi to *hardwood* lumber men for $75 per thousand feet it may be quickly seen that the cigar box lumber man must either bid the top price or go without logs. If he bids the top price, that means another advance for the cigar box manufacturer which he, in turn, must pass on.

About the 1st of April cigar box lumber took another advance of $7.50 per thousand feet, which means $750 a car to the cigar box manufacturer.

When it comes to cigar box men stating that they will have to substitute one kind of lumber for another, the cigar manufacturer is indeed fortunate to get cigar boxes at all. The cigar box manufacturer in order to make boxes must have lumber, and just at present he has to take whatever he can get. Since he has no choice in the matter, it is hard to see how he can produce a box out of some wood that he does not have.

But when it comes down to the cause of this condition it can be traced to several sources. There is one, however, that stands out clearly.

It is a fact that neither the cigar box lumber men nor the cigar box manufacturers have ever made enough money out of this business exclusively, to warrant them expanding, nor has the profit been sufficient to attract new capital.

The cigar box lumber concerns of this country can be counted on the fingers of two hands, and several of them would be glad to get out of the business if they could get their money out at the same time.

The cigar box manufacturers of the country have steadily declined in number, and there will probably be another ten per cent. decline in their ranks by summer, unless conditions change.

Driven to it by necessity the box men have advanced prices, and the cigar manufacturers have paid it with poor grace, but paid it because they knew that the cigar box man could not stay in business if he did not get it.

Heretofore, the majority of cigar box men have never had the courage to ask a fair price for their boxes, and the cigar manufacturers have been in a position to discourage any attempts at raising the standards of that industry or expanding it. And as a result, with no logs on hand, and no stocks in the cigar box factories, prices have doubled and trebled. Whereas, if the business had been operated on a profitable basis, the lumber men could have afforded to have carried plenty of logs, and the cigar box man would have had money enough to buy more than one car at a time.

Cigar manufacturers are compelled to buy their tobaccos well in advance, from six months to two years, but the cigar box factories that can buy a six months' supply of lumber, even if they could get it, can be counted very quickly.

Excepting a few concerns with which the cigar box end is only a small part of their business there are not over a dozen box factories in the country whose finances would stand any severe blow.

There is plenty of opportunity for those who think the cigar box business profitable, to enter it, but they first must be able to get lumber and next they will need a little machinery. When they get these they can start looking for help and be in a position to meet the prices of the cheapest industry that they will have to compete with for labor. It may be textiles, or automobiles or cigar factories, and it is hard to believe that the wages of the female worker today are to be considered cheap regardless of the occupation.

THE FOREIGN TRADE CONVENTION

Special group sessions devoted to various aspects of the development of foreign trade will occupy an important part of the program of the Seventh National Foreign Trade Convention at San Francisco, May 12-15, according to announcement made by O. K. Davis, secretary of the National Foreign Trade Council, under whose auspices the convention will be held. In connecton with the exhibit side of the forth-coming convention, Mr. Davis has arranged for an exhibition of industrial motion-picture films, suitable for use in foreign trade advertising, to be given on Tuesday night, May 11th, preceding the formal opening of the convention on Wednesday morning, May 12th. The various types of films will be shown, portraying the up-to-date methods used by many leading American business firms in expanding their foreign business.

A considerable part of the program has been arranged, details of which will be furnished by Secretary Davis, on request.

Revenue Bureau Expects $5,000,00,000 in Taxes

Washington, D. C.

MORE than five billion dollars will be collected by the Bureau of Internal Revenue during the fiscal year ending June 30, next, according to estimates furnished the House Committee on Ways and Means by the acting commissioner. With a total of $2,756,184,907 collected from all sources during the six months ended with December, the bureau expects the tax collections for the fiscal year to amount to at least $5,159,000,000, despite the big revenue which will be lost as a result of prohibition.

With the advent of prohibition, tobacco succeeds liquor as the chief source of income under the revenue law. Prohibition has already resulted in a greatly increased use of tobacco, as indicated by the fact that whereas collections from this source amounted to $21,393,814 last July, in December they totaled $24,691,576. This increase is expected to become steadily greater, according to the bureau's experts, for while the collections for the first six months of the fiscal year amounted to $149,489,221, the total for the entire year, it is estimated, will be $296,200,000, not including the additional taxes on cigar, cigarette, tobacco and snuff stamps.

Following are the details of how the tobacco taxes will be divided among the various branches of the industry: Cigars, which paid $25,694,294 during the period ended with December, are expected to yield $51,000,000; cigarettes, which paid $81,753,836, will yield $160,000,000; Snuff, which paid $3,257,752, will yield $6,500,000; chewing and smoking tobacco, which paid $37,393,205, will yield $73,000,000; cigarette papers and tubes, which paid $855,304, will yield $2,000,000; and floor taxes, which paid $3,651,081, will yield $3,700,000.

The tobacco trade, indirectly, is also interested in a number of the other taxes. The imports on incomes, transportation of freight, express, personal transportation, telegraph and long-distance telephone messages, etc., all affect the tobacco dealer.

Some idea of how heavily the trade will be hit by these taxes may be gleaned from the estimates made by the bureau. Incomes and excess profits collections are expected to yield $3,750,000,000 during the fiscal year; the tax on freight shipments, $115,000,000; express parcels, $18,000,000; personal transportation, $95,000,000; seats, berths and staterooms, $6,000,000, and telegraph and long-distance telephone messages, $25,000,000.

C. L. L.

Manila Tobacco Products Increase

Washington, D. C.

The most noteworthy recent development of Philippine industry as reflected in exports from the islands is the great increase in the manufacture and export of cigars, it is declared in the April issue of "Commerce Monthly," published by the National Bank of Commerce in New York.

In a review of the foreign commerce of the islands, the magazine says that the number of cigars exported has increased from 155,000,000, valued at $2,315,000, in 1914, to 592,000,000, valued at $9,079,000, in 1919. The United States has taken about two-thirds of the total output.

"Exports of leaf tobacco have also increased," the review states. "The United States is now purchasing in the Philippines large quantities of unmanufactured and partially manufactured tobacco, such as stems, low-grade leaf unfit for cigar fillers, etc. Exports of filler leaf to the United States are now on a low level, and a large market for Philippine leaf in this country is not anticipated in the immediate future, but the Spanish demand and reviving British demand are expected to take care of the exportable surplus, especially in view of the fact that dry weather damaged the crop of 1919 to the extent of fifty per cent."

C. L. L.

Another Version

King Murad didn't like his wife Zira—that's Natural. So he sent his son Mogul on a Camel to Mecca to capture Fatima. By a Lucky Strike he got her King Murad changed his Tuxedo to a Prince Albert and looked like Lord Salisbury on Pall Mall. His wife Zira caught him Between the Acts with Sweet Fatima. She got a sword from Sweet Caporal and killed the King Murad.

Mogul, who had little Admiration for his mother, Zira, said "O-ma (r), Helm-(ar)."

If you don't believe the above story, ask Dad, he knows.—L. Handman, in "The United Shield."

Big Gathering for T. M. A. Convention

It is probable that almost everyone in the trade knows by this time that the Second National Convention of the Tobacco Merchants' Association will be held at the New Willard Hotel, Washington, D. C., on May 19 and 20.

This announcement was made in our issue of March 15, and on the front cover, April 1, we emphasized the invitation to all branches of the industry, to join the get-together movement; that is the keynote of the affair.

Two Cuban associations have united to send a delegation to the convention, the Union de Fabricantes de Tobacos y Cigarros de la Isla de Cuba and the Asociacion de Almencistos Escojederes y Cosecheros de Tobaco de la Isla de Cuba. These two associations represent the cigar and leaf industries of Cuba.

The Tobacco Association of the United States, which will hold its next annual convention at the St. Charles Hotel, Atlantic City, June 17, 18 and 19, will send a delegation to the Tobacco Merchants' Association meeting, and the Lancaster County Tobacco Growers' Association and the Lancaster Leaf Tobacco Board of Trade will also be represented, also the Tobacco Salesmen's Association of the United States.

Secretary Dushkind had expected an attendance of about 200 delegates; he has now revised the figures to 350 and, judging by the enthusiasm shown, may have to announce a further raise, as acceptances are coming in from all parts of the country.

Information concerning the program will be announced as soon as it is in form for preliminary publication. The complete program will be issued in due time.

Among those who have already sent acceptances are the following:

S. Altschuler, of H. Rippen, Perth Amboy, N. J.

F. M. Arguimban, of American Sumatra Tobacco Company, New York.

John N. Bagley, of John J. Bagley & Company, Detroit, Mich.

R. M. Barker, of R. M. Barker Tobacco Company, Carrollton, Ky.

W. I. Baxter, of the Baxter Tobacco Company, Wilmington, N. C.

W. P. Baxter, of the Baxter Tobacco Company, Wilmington, N. C.

Charles A. Beach, Jr., Ritter Can and Specialty Company, Philadelphia, Pa.

E. Berger, of Tampa Cigar Company, Tampa, Fla.

Hon. Jesse A. Bloch, of Bloch Brothers Tobacco Company, Wheeling, W. Va.

C. P. Brandfass, of Brandfass Tobacco Company, Wheeling, W. Va.

G. J. Brown, of the J. B. Moos Company, Cincinnati, Ohio.

William Boucher & Sons, Baltimore, Md.

John A. Campbell, of American Box Supply Company, Detroit, Mich.

S. P. Coe, of Acker, Merrall & Condit Company, New York City.

Martin J. Condon, of American Snuff Company, Memphis, Tenn.

C. L. Conradt, of Old Dominion Tobacco Company, Norfolk, Va.

A. L. Cuesta, of Cuesta, Rey & Company, Tampa, Fla., and Cigar Manufacturers' Association of Tampa.

H. B. Coulter, of John H. Swisher & Son, Newark, Ohio.

E. Asbury Davis, of F. A. Davis & Sons, Baltimore, Md.

William Deiches, Jr., of William Deiches & Company, Incorporated, Baltimore, Md.

William Deiches & Company, Incorporated, of Washington, D. C.

Deisel-Wemmer Company, of Lima, Ohio.

Charles J. Eisenlohr, of Otto Eisenlohr & Brothers, Incorporated, Philadelphia, Pa.

Arthur M. Eisig, of Metropolitan Tobacco Company, New York City.

Albert G. Fehsenfeld, of the Fehsenfeld Cigar Company, Baltimore, Md.

F. W. Florenz, of Ed. C. Geyer & Company, Baltimore, Md.

Sidney J. Freeman, of Sidney J. Freeman & Sons, New York City.

R. B. French, of Marx & Rawolle, Incorporated, New York City.

C. S. Gable, of York, Pa.

Joseph Gehring or George F. Meyers, of "Western Tobacco Journal," Cincinnati, Ohio.

L. F. Gieg, of Ritter Can and Specialty Company, Philadelphia, Pa.

H. C. Gieske, of Gieske & Niemann, Baltimore, Md.

Edward H. Gore, of Ritter Can and Specialty Company, Philadelphia.

Frederick D. Grave, of F. D. Grave & Son, New Haven, Conn.

Col. F. W. Gailbraith, Jr., of Western Paper Goods Company, Cincinnati, Ohio.

S. T. Gilbert, of Consolidated Cigar Corporation, New York City.

Joseph Goldberg, of the Lancaster Leaf Tobacco Board of Trade, Lancaster, Pa.

Haas Brothers, of Cincinnati, Ohio.

E. W. Harris, of Hamilton, Harris & Company, Indianapolis, Ind.

Capt. George W. Hill, of American Tobacco Company, New York City.

H. L. Hirst, Bayuk Brothers Company, Philadelphia, Pa.

William A. Hollingsworth, of New York City.

Jonathan H. Holmes, New York City.

George H. Hummel, of P. Lorillard Company, New York City.

C. D. Hunter, of Joseph P. Manning Company, Boston, Mass.

E. M. Hunter, of the Cardwell Machine Company, Richmond, Va.

C. S. Jacob, of Charles W. Jacob & Allison, New York City.

R. L. Jordan, of Central Cigar and Tobacco Company, Memphis, Tenn.

D. Emil Klein, of Consolidated Cigar Corporation, New York City.

E. Kleiner, of E. Kleiner & Company, Incorporated, New York City.

Henry Kraus, of Kraus & Company, Incorporated, Baltimore, Md.

Louis Klein, of Louis Klein Cigar Company, Cleveland, Ohio.

Jacob L. Langsdorf, of Antonio Roig & Langsdorf, Philadelphia, Pa.

J. B. Leathers, of J. B. Leathers & Company, Greensboro, N. C.

G. M. Lex, of Forty-Four Cigar Company, Philadelphia, Pa.

B. Liberman, of Liberman Manufacturing Company, Philadelphia, Pa.

Ben R. Lichty, of Otto Eisenlohr & Brothers, Incorporated, Philadelphia, Pa.

L. A. Lincoln, of Lincoln Brothers, New York City.

Thomas J. Link, of Buffalo, N. Y.

James F. Logan, of Joseph P. Manning Company, Boston, Mass.

Percival R. Lowe, of New York City.

Lancaster County Tobacco Growers' Association, of Lancaster, Pa.

J. Lowe, of New Jersey Tobacco Company, New York City.

G. J. Mendelsohn, of The Mendelsohn Company, Cleveland, Ohio.

Max Mendelsohn, of The Mendelsohn Company, Cleveland, Ohio.

J. W. Merriam, of John W. Merriam & Company, New York City.

H. S. Moorhead, of Duncan & Moorhead, Philadelphia, Pa.

Mr. Morton, of R. C. Morton & Company, Richmond, Va.

W. T. Marshall, of John H. Swisher & Son, Newark, Ohio.

Morris D. Neumann, of Morris D. Neumann & Company, Philadelphia.

S. Major Newburgh, of the Louis Newburgh Company, Hamilton, Ohio, and president Ohio Leaf Tobacco Association.

F. C. Niles, of Niles & Moser Cigar Company, Kansas City.

Daniel F. O'Connell, of Joseph F. Manning Company, Boston, Mass.

Henry Ottenberg, of New York City.

Henry T. Offterdinger, of Washington, D. C.

Junius Parker of American Tobacco Company, New York City.

Pablo L. Perez, of Association De Almacenistas, Escogedores y Cosecheros De Tabaco, Havana, Cuba.

J. Peterson, of Weyman-Bruton Company, New York City.

Harry Prochaska, of Adolph Frankau & Company, Incorporated, New York City.

F. W. Plugge, of Washington Tobacco Company, Washington, D. C.

William T. Reed, of Larus & Brother Company, Richmond, Va., and Tobacco Association of the United States.

Mortimer Regensburg, of E. Regensburg & Sons, New York City.

H. G. Ritter, of The Ritter Cigar Box Company, Detroit, Mich.

Charles A. Rubey, of P. J. Rubey Company, Chicago, Ill.

R. J. Reynolds Tobacco Company, of Winston-Salem, N. C.

R. J. Seidenberg, of R. J. Seidenberg Company, Buffalo, N. Y.

Charles H. Sieker, of Young & Busser Company, York, Pa.

W. D. Spalding, of Allied Tobacco League of America, Cincinnati, Ohio.

Abel O. Sterck, of Sterck Tobacco Company, Brookville, Pa.

Allen Sterner, of Lock Haven, Pa.

Manual A. Saurez, of Associacion De Almacenistas, Escogedores y Cosecheros De Tabaco, Havana, Cuba.

Jos. T. Snyder, of Buffalo, N. Y.

Jesse R. Taylor, of United Cigar Stores Company, New York City.

Fred B. Tinkham, of Tinkham Brothers, Jamestown, N. Y.

C. P. Triplett, of Neudecker Tobacco Company, Baltimore, Md.

G. O. Tuck, of G. O. Tuck & Company, New York City, and Tobacco Association of the United States.

Tobacco Products Corporation, New York City.

G. W. Van Slyke, of G. W. Van Slyke & Horton, Albany, N. Y., and Kingston, N. Y.

Oscar T. Voight, of Heywood, Strasser & Voight, Lithograph Company, New York City.

I. H. Weaver, of National Cigar Leaf Tobacco Association, Lancaster, Pa.

G. E. Webb, of Tobacco Association of the United States, Winston-Salem, N. C.

Henry Weigand, of Penn Tobacco Company, Wilkes-Barre, Pa.

George C. Weldon, of J. V. Reed & Company, Louisville, Ky.

Leonard Wertheimer, of Wertheimer Brothers, Baltimore, Md.

W. H. Winstead, of H. W. Winstead Company, Baltimore, Md.

Edward Wise, of United Retail Stores Company, New York City.

G. L. Yocum, of Yocum Brothers, Reading, Pa.

LORILLARD COMPANY ACQUIRES UNION-AMERICAN

The Union-American Cigar Company, of Pittsburgh, recently announced to be in liquidation, has been acquired by the cigar department of the P. Lorillard Company. The headquarters and main factory were at Pittsburgh, Pa., with a branch factory at Newark, N. J. It is reported that the Pittsburgh factory will be closed and the Newark factory used by the Lorillard Company.

The Union-American was formerly connected with the American Cigar Company, from which it separated, and in 1914 it was listed among the ten largest cigar factories is the country.

Deer Jimmy. Its a funny thing the things you dont notis in your own store, issent it. Yesterdie morning the boss cum in and I herd him say to Bob, "Gosh I was in the Sentral Dry Goods Store when I cum down and what a smel. I shood think a store that expects to get the wimmins trade woodent hav a store that smels like I dont kno what."

Woodent that maik enneigh feller kind of curius? So when I went out on a errent I just stoppt in the Sentral and smelld once for luck. It did smel pretty wrotten. Ile say so, Jim. I gess a gass mane leekt. But noboddy working there seemed to notis it but they all acted kind of dopy and I got out without enneighboddy trying to sel me enneighthing.

But the funny part is yet to cum. When I went back to the store I was by the dore and I notist that when fokes cum in they kind of snifft and pretty soon 2 wimmen cum in and one of em sed, "Goodniss a ded rat I gess," and they husseld rite on and got what they wanted and beet it out as soon as they cood. Then I got to watching more and I saw that noboddy was sticking around very long and a good menny of em had their nozes up in the air when they exitted.

I snifft and I coodent smel enneighthing and I went and askd Spike and Bob and I askt Josey and I askt Persy and his noze is stuck up high enuf to smel most enneighthing. I even askt Dazie and she stuck her noze up and snifft and she finelly sed "Semes to me there is a kind of a unplezzant odah." Just like that—odah.

Then I told Bob, I sed, "Bob, theres a smel in this store that fokes dont like and when they cum in and smel it they try to unsmel it with cigarets or sumthing and then they beet it out as fast as their littel legs can carry em. But I cant smel enneighthing, can you?"

Bob sed nope, he coodent. I sed to wate til I went and got Teddy Barne and let him smel once. Teddy is a grossery clerk next dore. So I got Teddy and he sed, "Gosh, I shood say there is a smel. Whats dide on you?"

Wel it was a ded rat under the shelves and it had dide so gradual that weed got used to the smel and diddent notis it. What do you think of that? Talk about smels! I gess theres plenty of stores tho thats and got Teddy Barns and let him smel once. Teddy is em.

You get so darnd used to your own store smels and things that you dont kno if its good or bad, but buleve me the customers kno all rite Jim.

And it aint all just smels that you dont notis eether. That smel ideeah got me thinking about what we notis and what we dont notis in the store and I went looking around.

The first thing I saw was a cigaret poster in a corner, advertising sum kind of cigarettes and it had hung there til it was the dirtiest flyspeckiest poster you ever saw. Just becaws it was in a place where we dident happen to bump into it. And then up on the ledge on top of the wall shocases was a sine in a fraim and the sine was torn and cumming out of the fraim and noboddy had sents enuf to see it.

In one window we had a kallender and it was only a munth behind the times and in the other window was a clock and it had stoppt. And a littel loos peece of iron on the doresil stuck up so fokes cawt their toze there when they walkt over it only we had got so used to lifting our feet that we diddent notis that eether, just like we duck when we go down seller becaws theres a beem there.

I dont kno how menny things I found like that. I know when I told them over to Bob he sed he gesst weed better tare down the shanty and begin over becaws it wood be eezier than fixing things up. You see every store Jim ought to hav sum feller like me who can go around and investigait things once in a while. The boss is too bizzy and the rest dont care enuf about it. I think every feller in the store and Dazie too ought to be watching out for the things they dont notis. Ime that way.

Speeking about investigaiting, I found sumthing one day worth finding and noboddy new it was there eether. You see the boss in a store as big as ours cant keep watch of everything and sum of the fellers he leevs it to to do the watching go to slepe on the job. Not me. I do my slepeing nites. Ime that way.

Wel as I was going to say I was pokeing around the back rume just to see what I cood see and I found a top shelf that lookt empty from the flore but I was going to maik shure and I got a box and got on it and lookt on that shelf and there on the back side of it was a row of boxes, all covered with a big paper and I took off the paper and took down the boxes and of coarse they was cigars and they lookt all rite to me.

I took em to Bob and askt him what was the matter with em they was put away up there out of site and Bob sed, "Gee, is there enneighmore of em here?" and I sed I gesst not and he sed they wassent worth

less than seventy lux a 1000 and he sed "Theres fifty dollers rite there."

I sed "Thats a nice noat to hide them cigars up there when cigars is so hard to get and costs so much." Why those cigars was worth about twice what they was worth when sum feller put em up there. He tel the world sum fokes are born pretty lucky. There was theze cigars doing nothing but get worth more munny and so there was the boss making munny while he slept, just like a kaskaret.

But He bet the boss wont leev enneigh more top shelves go for yeers agen without looking on em. He cood afford to pay me for investigaiting at that. Heed ought to have me look around onse in a while.

That tawt me a lessun all rite. I went home that nite and I lookt on all the top shelves in our hous and I found enuf stuf to start a rubbish sail and ma told me to put it all in the woodshed and pa sed "Hold on, He look that over," and the last I saw he was pawing over that old stuff and asking ma what the dickens she was waisting all thoze good things for, and she was telling him if they were so good to tel her what they was good for and pa was trying to think. That just shoze that sum rools that are fine in a store aint worth a darn at home. Aint it so Jim.

Your ambishus frend,

Bill.

Bill to Loan Money to Tobacco Exporters

(Special to The Tobacco World.)

April 13, 1920.

THE House Ways and Means Committee has been asked to recommend to the House of Representatives an appropriation of $50,000,000, or so much thereof as may be necessary to permit the loaning of money by the War Finance Corporation to exporters of tobacco. There are several bills pending in Congress designed to amend the War Finance Corporation Act by adding the following paragraph:

"Sec. 22. That the corporation shall be empowered and authorized to pay to any person, firm, corporation, or association engaged in business in the United States the contract price of supplies of tobacco hereafter purchased, or agreed to be purchased, by the Italian or French Governments, or any other European Government buying any of said tobacco which has and maintains a Government monopoly thereon, from any such person, firm, corporation, or association, and to accept in full payment of the moneys so advanced the bonds, obligations, or other evidence of indebtedness to be issued by either of said Governments for the payment of moneys so advanced, to bear interest at the rate of 6 per centum per annum from the date of such advance: *Provided*, That the total advances to be made by the corporation shall not exceed $50,000,000: *Provided further*, That the War Finance Corporation is hereby authorized and directed to retain a first-mortgage lien in the bonds, obligations, or other evidence of indebtedness to be issued to it by either of said Governments upon all the tobacco so purchased by either of them and upon all the warehouse receipts issued by either of them, upon all of the said tobacco so purchased, to better secure the payment of the indebtedness so incurred."

Congressman Barkley, of Kentucky, and Byrns, of Tennessee, appeared before the committee, and urged early and favorable action on this proposition. They pointed out that the countries involved are not buying the tobacco on account of their financial situation. Their withdrawal from the market has placed the Kentucky and Tennessee growers in a very distressing situation because of the fact that this tobacco is produced for export.

They told the committee that the disruption in the foreign market had driven prices down below the cost of production, and that it seemed to them it would be wise for the Government to extend this credit for the benefit of American farmers and business men who have been dependent on tobacco for a money crop.

The committee has not indicated what action it would take in the matter.

C. L. L.

Banding Machine Makes Hit in South

Isidor Steiner, president of the International Banding Machine Company, of 257-265 West Seventeenth Street, New York City, has returned from an extending trip in the South, where the Steiner banding machine was demonstrated with very great success, and a large number of orders was obtained.

The Steiner machine uses gumless bands and is therefore especially well adapted to warm and moist climates, and a boon to manufacturers in any climate, decreasing the waste on bands to a minimum, as there is no curling or sticking together. The maximum capacity of the machine is 36,000 per day.

An inexperienced operator can learn the process in a half hour and become expert in a day. No change of the machine is necessary from one size of cigar to another as the adjust is perfectly automatic.

Machines in operation may be seen at the nearest factory to the inquirer, by obtaining a letter of introduction from the banding machine company.

H. Duys & Co. Move to New Home

DURING the coming week H. Duys & Co., Inc., will remove to their handsome new home at 142 Water Street, New York City, thus marking another progressive step in the development of this firm which, in a period of twenty years, has extended its operations in leaf tobacco to every corner of the globe.

The new home of this company is remarked as one of the finest office buildings in downtown New York. The exterior is an exact reproduction of old Dutch architecture. The commodious interior is arranged in keeping with the most modern ideas of office building development. An electric elevator connects the main offices with the top floor, which will be devoted entirely to sample room purposes.

H. Duys & Co., Inc., cordially invite the trade to inspect their new quarters and on April 20th (Tuesday) there will be a housewarming between 2 and 5 to which the trade is cordially invited.

H. Duys & Company commenced business in 1900, as a branch of De Amsterdamsche Tabakshandelmaatschappij, of Amsterdam. From its infancy the firm became a factor in the Sumatra tobacco market. In 1917 the firm was incorporated under the style of H. Duys & Co., Inc., and at that time became the owners of the Amsterdam company. Its business grew in leaps and bounds, and its operations during the war, in Sumatra and Java, are too well known to be retold here. On April 1st of this year the company increased its capital and now has a paid-up capital of over three million dollars.

Wherever Sumatra and Java tobacco is used the name of Duys is well and favorably known. This company is the recognized leader in its line in the United States and Canada, and its sales also reach all quarters of the globe. Its turnover in Sumatra and Java, during the year 1919, was over 18,000 packages, to the value of six million dollars.

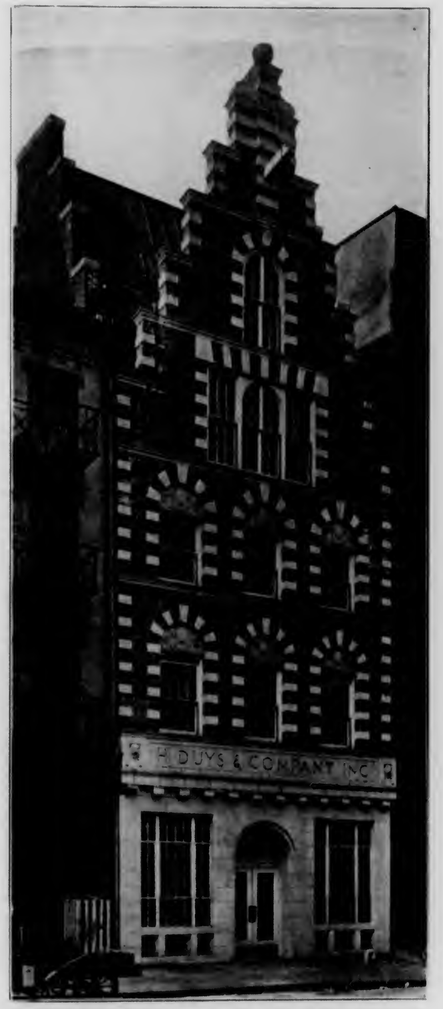
The Duys Company, besides being owners of De Amsterdamsche Tabakshandelmaatschappij, Amsterdam, owns the Duys Canadian Tobacco Company, of St. Jacques, Quebec, the leading packers of Canadian tobacco. This company also has packing houses in Porto Rico, Florida, Brazil, Santa Domingo and Colombia, and is exporters of all types of leaf tobacco to Europe, and is interested financially in various large leaf tobacco jobbing houses in the United States.

The company claims to have on its books the accounts of more cigar factories in the United States and Canada than any other individual company, and has always been known for its liberal and fair treatment of its trade.

The officers of the company are all young men: John H. Duys, president; Henry M. Duys, secretary and treasurer; J. W. Nienhuys, of Amsterdam, vice-president; Henry Fisher, assistant secretary, has charge of the office; and P. C. Maas, assistant treasurer, head accountant.

The strong selling organization, consisting of Mark A. Levine, Ralph C. Levine, Samuel W. Levine, Harry R. Kinney, Fred L. Menge and B. Stranders, has also done its share toward making the company the successful business enterprise it is today.

H. Duys & Co., Inc., are to be congratulated not only on their beautiful new home but on the high standard of business ethics which they take with them to their new quarters.



The New Home of H. Duys & Co., Inc., at 142 Water Street, New York

AMERICAN CIGARETTES ON SALE IN FRANCE

Washington, D. C.

FOR the first time in its history, American cigarettes are on sale in tobacco shops in La Rochelle, France, according to a report just received by the Department of Commerce, large quantities having been supplied to local dealers from the surplus American Army stocks sold to the French Government. The brands offered are of medium and high-priced varieties and are retailed at from 50 to 100 per cent. advance on American prices.

American cigarettes are now well known and popular in France through their introduction by American soldiers, and if regularly kept on sale a permanent large demand would undoubtedly be created, it is declared in the report. Prior to the war, English and Egyptian makes were the only foreign cigarettes on sale as a rule, though of late they have practically disappeared.

The importance of the French cigarette market to American manufacturers is shown by recently published Government figures, which give the sales of cigarettes in 1919 as 4,920,000,000, or 1,169,000,000 more than in 1913. Of the number sold in 1919, 418,000,000 were of foreign manufacture against 88,000,000 in 1913; 320,000,000 all-tobacco cigarettes were sold in 1919, against 27,000,000 in 1913. Other interesting figures relative to the French tobacco traffic show reduced sales of cigars, which were 497,750,000 in 1919, against 648,250,000 in 1913, although sales of smoking tobacco and snuff increased.

C. L. L.

PRE-WAR OUTPUT OF TURKISH TOBACCO

Before the war Smyrna, Samsun, and Ismidt produced annually some 44,000,000 to 66,000,000 pounds of tobacco. Of this Smyrna supplied about 17,600,000 to 22,000,000 pounds, this amount being made up of tobacco of two kinds, namely, Bassma and Kalib. Of the former approximately 6,600,000 to 7,700,000 pounds were produced, and of the latter approximately 11,000,000 to 14,300,000 pounds. Bassma tobacco of the best quality is packed in bales of about 33 to 44 pounds, and Kalib in bales of 110 to 132 pounds. There are five subclasses of Bassma, namely, the Extras, the Bassma Mahssoul, the Sira Pastal, the Ecartés, and the Tongas. The respective pre-war approximate value of these five brands were as follows: 70 to 80 piasters per kilo, 35 piasters per kilo, 25 piasters per kilo, 15 piasters per kilo, and 10 piasters per kilo. (The piaster is normally equivalent to 4.4 cents United States currency; 1 kilo = 2.2 pounds.) The Kalib tobacco had four subclasses, namely, Kalibs, valued at 30 piasters per kilo; the Kaba Kalib, valued at 25 piasters per kilo; the Orta Mal, valued at 15 piasters per kilo; and the Tonga, valued at 10 piasters per kilo. The Samsun district supplied some 33,000,000 to 39,600,000 pounds, comprising six classes, as follows: The Indje Bitchak, valued before the war at 45 piasters per kilo; the Orta, valued at 35 piasters per kilo; the Enghin, valued at 25 piasters per kilo; the Baladik, valued at 20 piasters per kilo; and the Guermez, valued at 19 piasters per kilo. The Ismidt district produced some 4,400,000 to 6,600,000 pounds of tobacco. This tobacco, divided as the Samsun tobacco, is stronger and cheaper than the others. During the war production was greatly curtailed. Much of the stocks on hand were allowed to rot because of a decree prohibiting exportation, the loss reaching over 10,000,000 Turkish pounds (the Turkish pound being valued normally at $4.40).

TAMPA CIGARMAKERS CALL STRIKE

April 15, 1920.

(By Telegraph.)

Forty-nine hundred cigarmakers have been called out in twenty-seven of the largest factories, taking out fifteen hundred other craftsmen. The strikers chose the factories in which the union organization was the strongest.

G. F.

STRIKE PLANNED IN TAMPA

Tampa, Fla., April 14.

(By Telegraph).)

The Joint Advisory Board has named a Committee to call a strike. The manufacturers have received demands for recognition of the union, re-employment of union representatives discharged last December, and a closed shop as far as future employment, but not affecting non-union men already employed. Committee will call strike as soon as final plans are completed. It is understood that the International has voted approval and assistance.

G. F.

"BOLD" CIGAR NOW TEN CENTS

Effective April 13th, the "Bold" cigar advanced to $72 per thousand to the trade, and will hereafter be packed under a Class C stamp to retail at 10 cents.

EXPERIMENT IN EAST AFRICA

An experiment which will be watched with much interest is about to be tried in the country known formerly as German East Africa. A number of Freemasons from New Zealand are forming a co-operative settlement in the hilly country bordering on the north end of Lake Nyasa. Tobacco, among other things, will be grown on the lower levels. It is proposed that every settler should acquire 5000 acres or more of plantation land, the freehold of which it is anticipated will cost under 1s. an acre.

The settlement is to be governed Masonically, none but Freemasons are to be admitted, and it will be run on co-operative principles. The natives work cheerfully for 1s. a week and labor troubles are unknown.—"Irish Tobacco Trade Journal."

EVER THUS

"Gimme three cigars," ordered O'Rourke, shoving a quarter across the counter.

"Strong ones or mild?"

"Gimme the strongest ye've got. The weak ones is always bustin' in me pocket."—"The American Legion Weekly."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages,or other securities: None.

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 24th day of March, 1920.
RUTHERFORD S. BATES,
(Seal) Notary Public.
My commission expires January 21, 1921.

MORE than one manufacturer can recall when his best brand was rejected by a jobber because the **package** did not **look** the value placed on the cigar.

The jobber who is in closer touch with the retailer knows the importance of a well dressed package, and knows how far it goes in placing brands.

The retailer who is in closest touch with the consumer knows that a good looking package is the important factor in making a first sale.

The men who buy them know that fine bands and labels put the dollars and cents appearance on a package, and that they furnish a real sales force in getting the brand across a dealer's counter and making a first sale.

You incur no obligation in calling us in for a consultation.

Compania Litografica de la Habana

Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York

United States and Canadian Representative

TRADE NOTES AND NOTICES

The Hodge Tobacco Company, Henderson, Ky., has increased its capital from $500,000 to $1,000,000.

The Casey Swasey Cigar Company, of Fort Worth, Texas, has increased its capital from $200,000 to $300,000.

Dolinsky & Erkes, dealers in leaf tobacco, is a new firm, with headquarters at 213 North Third Street, Philadelphia.

Louis Nathanson, of Minneapolis, says, "Prohibition has brought sunshine to some homes and moonshine to others."

The Tyson Cigar Corporation has been organized by F. Glaeser, M. Melvin and T. J. Taafe at 59 East 129th Street, New York City.

The Helper-Brutchick Company, with a capital stock of $150,000, has been incorporated at Buffalo, N. Y., and will engage in the grocery and tobacco business.

At Louisville, Ky., the Al Gans Tobacco Company has been incorporated by A. F. Gans, Bodley Broker and Joseph E. Laurent, with a capital stock of $40,000.

The Christian-Hughes Cigar Company, with a capital of $100,000, has been incorporated at Richmond, Va. E. W. Christian is president, and H. E. Rubenstein is secretary of the new company.

At the recent annual meeting of the Bloch Bros. Tobacco Company at Wheeling, W. Va., the board of directors was re-elected as follows: S. S. Bloch, H. S. Bloch, W. M. Tiernan, A. O. Maxwell, R. L. Boyd, W. R. Naser, and J. A. Bloch.

John G. Joires, vice-president of Alexander Hamilton Institute, says, "True salesmanship is a keen desire to serve and not a deep anxiety to put something over—the vision to see the future of our business and to make our business better."

The Porto Rico tobacco crop has been bought up at 65 to 75 cents a pound and it is estimated that Porto Rico fillers will sell in New York for about $1.50 a pound. This time last year prices in Porto Rico ranged from 40 to 45 cents.

A petition in bankruptcy has been filed against the Louis Rosenthal Cigar Manufacturing Company, Inc., 921 Third Avenue, New York City, by Abraham Greenberg, a creditor for $506. Liabilities are said to be about $20,000, and assets $10,000.

The Marshall-Miller Cigar and Tobacco Company, a new cigar jobbing house, will be opened at Memphis, Tenn., about May 1, by Arch Miller, manager of the cigar department of T. J. Fargason & Company, and John T. Marshall, of Europa, Miss.

The China-American Tobacco and Trading Company, of Rocky Mount, N. C., have bought a large packing house at Valdostra, Ga., and will employ from 150 to 200 hands stemming and packing tobacco, for export to China and other foreign countries.

It is said that the Greek colony at Portland, Oregon, will shortly open a wholesale tobacco house, to be operated on a co-operative plan, and that several large Greek retailers have subscribed heavily to the stock and that much stock has also been sold among the small Greek retailers.

David S. Saqui has become vice-president and general manager of the firm of Walter E. Olson & Company, Manila, P. I., and will enlarge the already extensive trade of that firm in the United States. The factories controlled by the company have a production of a half million cigars a day.

The American Consulate at Liverpool is notified by the Mersey Docks and Harbor Board that importers are authorized to import for storage during the month of May, 6000 casks of tobacco. Allotments are made to importers in proportion to past receipts. On account of freight congestion importation for storage was discontinued about March 1.

Henry Mitchell died on March 25th, at Brooklyn, N. Y. He is said to have been the oldest cigarmaker in the United States and had been actually engaged in making cigars for seventy-six years. He was the oldest member of Cigarmakers' International Union of America, Local No. 87. He was ninety years old.

Consul General Carlton Bailey Hurst reports that experiments in the cultivation of tobacco in Spain are permitted by a royal order published January 17. Regulations by which this cultivation will be controlled during a period of three years call for a license, provide for the inspection of seeds and plants under cultivation, and for supervision of the disposal of the crop.

Isidor Steiner, president of the International Banding Machine Company, of 257-265 West Seventeenth Street, New York City, recently returned from an extended trip in the South, where the machines were exhibited with the most gratifying results. Machines may be seen in operation at any of the factories using them, by obtaining a letter of introduction from the International Banding Machine Company.

THIS pleasant faced lady is the Forewoman of a cigar factory equipped with Model M Universal Stripping and Booking Machines. The "Universal" reduces her responsibilities to the minimum because it keeps the girls busy and satisfied. It cut out the drudgery and wasted effort of hand stripping, speeds up production and helps keep the factory humming every working day of the year.

You need the Model M Universal for the same reason that over 1000 of your competitors use it and wouldn't be without it. Send now for descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116-120 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

Paris, France, 18 Rue de l'Echiquier
Geneva, Switzerland, 2 Route de Chene
London, E. C. 2, England, 19 Bishopsgate
Manila, P. I., Kneedler Bldg.

FOREIGN SALES OFFICES:

Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Buenos Aires, Transoceania 158, Aeconquista
Sydney, Australia, 10 Pitt Street
Madrid, Spain, Zorrilla 9
Slagalse, Denmark, Slotalleen, 3

LEAF MARKET JOTTINGS

IN Lancaster County good weather has prevailed for growers to take down their tobacco, and for stripping, so that warehouses have been working to their full capacity. The general opinion expressed by dealers is that the 1919 crop is one of the finest that the county has ever produced, and has been generally handled with care.

Manufacturers are complaining of their inability to secure supplies of fancy wrapper tobacco, and are paying very high prices for all that they can get.

The local market has been slow, except in 1918 tobacco, a considerable amount of which has changed hands at prices not disclosed but supposed to favor the seller.

The 1919 crop, on account of its quick sweating qualities, will be ready for the manufacturer by September. As to this year's crop, very little planting will be done before June, and it is estimated that the acreage will be fully up to that of last year.

Estimates of the prices of 1919 tobacco approximate 30 cents a pound. Very little of the crop sold for less than 20 cents, and an advance of 10 cents will not leave any large margin of profit for the buyers.

That the leaf on hand is rapidly being used up, is shown by the revenue reports of 25,000,000 cigars for March: Class A, 2,548,545; Class B, 15,322,785; Class C, 5,930,150; Class D, 192,500.

The nearest approach to this record was in January, when 22,000,000 cigars were made.

The "Lancaster Examiner" says that all of the Lancaster factories are "working at full speed and clamoring for help" because of large orders ahead, and that cigar boxes are scarce.

In the South the official reports of the tobacco sales in North Carolina, released from Raleigh for publication, shows that the Durham market sold about 7,000,000 pounds during the past season at an average price of $57.75.

In South Carolina the season is about a month late, and tobacco plants from two to three weeks late, and showing up very poorly on account of the cold weather. Many planters have sowed their beds a second time, in some localities, half of them. Most opinions are that even with good growing weather the 1920 crop will not equal the 1919 crop either in quantity or quality.

Lynchburg, Va., advices say that the crop of tobacco is nearer sold than was ever known at this season of the year, and will be all sold by April 16, when the market closes. All desirable grades were in strong demand and brought good prices. Lynchburg quotations to April 10, are as follows: Common lugs, $9 and $14, and good to $21; leaf, $28 to $40, and wrappers, $40 to $60.

Clarksville, Tenn., reports all lugs higher, low to medium leaf very weak and good to fine leaf strong. Tobacco has been softened enough to handle well, and receipts have been heavy.

In accordance with the recent policy of the Government, the two internal revenue districts of Virginia have been consolidated, to take effect on July 1, 1920. The headquarters of the consolidated districts will be at Richmond. This plan provides a number of service stations throughout the State. A fully equipped office will be maintained at Roanoke, and probably at Lynchburg, Norfolk, Alexandria, Portsmouth, Danville, Petersburg and Martinsville.

In Wisconsin, April has taken the place previously occupied by December in normal years, according to the "Wisconsin Tobacco Reporter": "The rigs loaded high with bundles lined the streets in front of the warehouses; the packers were kept busy in their offices figuring up the crops, and the banks transferred a lot of money from the buyers' to the growers' accounts. The warehouses are now running full blast with steady employment assured for several months to come. The farmers are, naturally losing no time in moving the bundle tobacco to market, as spring's work may be upon them in a week or ten days if the weather now prevailing continues. Another good moist with a downpour of rain would be very desirable both for the sake of the handling of the tobacco and for the settling of the roads throughout the country districts. In the northern section the damp two weeks ago was satisfactory for the ridges, but in the valleys it was rather uneven, and considerable tobacco is said to be still hanging. The condition of the tobacco coming in throughout the southern section is, as a general thing, good, and the delivery and settlement have, in most instances, been effected to the mutual satisfaction of the parties to the contracts. The showing of the 1919 crop as to quality will, as the process of sweating is progressing, be watched with the keenest interest, because it is well known that the amount of extra fine binder that the crop can produce will determine for the packer whether he is coming through well or otherwise with the 1919."

In Kentucky advices from Hopkinsville state that the market has been congested with inferior tobacco, much of it being air cured and in slow demand. Prices were low, the average being $15.04. Low grades of fired tobacco sold better, but did not show any increased strength. There was very little good tobacco offered.

(Continued on Page 22)

GEO. D. EMERY COMPANY
220 Eleventh Avenue New York City

Importers & Manufacturers of

Finest Cedar Logs
Solid Cedar Cigar Box Lumber & Thin Veneer

WE offer service and quality to the cigar box industry. Inquiries, great or small, will receive courteous and interested attention.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK | FACTORY TAMPA FLORIDA | WAREHOUSE LEALTAD 129 HAVANA

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co., LIMA, O.

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

Leaf Market Jottings

(*Continued from Page 20*)

Owensboro reports total sales of Pryor to date, about 27,000,000 pounds, at an average of $15.75, and total sales of Burley about 2,000,000 pounds at an average of $25.03.

Covington, during the season closed, April 1, 3,790,068 pounds for $898,931.36, an average of $24.37 per hundred pounds.

Night-riders are reported to have been out in Western Kentucky for the first time in thirteen years; to have turned back farmers going to Paducah with their tobacco, and to have done some burning in the Mayfield section.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1918 Burley crop, dark red—trash, $7 and $11; lugs, common, $16; medium, $23; good, $29; leaf, common, $19 to $25; medium, $29; good, $36; fine and selections, $50. Bright red—trash, $9 and $15; lugs, common, $20; medium, $26; good, $37; leaf, common, $24 and $30; medium, $39; good, $46; fine and selections, $65.

Old Burley crop—trash, $18 to $28; lugs, common, $38; medium, $48; good, $60; leaf, common, $30; medium, $48; good, $60; fine and selections, $90.50.

New dark crop—trash, $12; lugs, $13.50 to $15.50; leaf, common, $16.50 and $17.50; medium and good, $25.

1919 Burley crop, dark red—trash, $6 to $10; lugs, common, $15; medium, $22; good, $28; leaf, common, $18 and $24; medium, $28; good, $35; fine, $45. Bright red—trash, $8 to $14; lugs, common, $20; medium, $26; good, $36; leaf, common, $24 and $30; medium, $38; good, $46; fine and selections, $65.

1919 Colony—trash, $18 to $27; lugs, common, $38; medium, $48; good, $60; leaf, common, $30 and $40; medium, $48; good, $60; fine and selections, $98.50.

Sales for the year at Louisville amounted to 27,272 hogsheads, an increase of 4017 hogsheads over the same period in 1919.

In the Connecticut Valley tobacco is moving rapidly into the warehouses, and packing is proceeding as fast as all the available help can work. The wages paid to packers and handlers are the highest ever known and they will be reflected naturally in prices at a future time.

Buyers are in the field, but some of the growers are holding out for prices that prevent sales.

It is estimated by "The New England Homestead" that the acreage of shadegrown tobacco will be somewhat larger than last year. Growers are not discouraged by last year's high cost of production, nor by the no less unfavorable labor outlook for the coming season. Taking everything into consideration, they got some fatness out of the 1919 crop, and are likely to do as well this year.

The Amsteo Tobacco Company has been incorporated in Cleveland, O., with a capital stock of $10,000.

Tampa Manufacturers United

Tampa, Fla.

TAMPA manufacturers are now united as never before for a finish fight with labor agitators—and those close to the industry see the battle coming. The manufacturers have organized an association, directors of which have the power to make or reject labor contracts, to deal with the unions and the workmen for the entire association—and here the weak spot has been plugged—every member is under bond, between $5000 and $10,000 each to stand with the association. One section of the articles of association prescribes that no member can withdraw during a strike without forfeiting his bond. Among the strong points in the articles are:

Members may be fined, and the bond can be called on for the amount if the member refuses.

The open shop. All persons may seek legitimate employment and are entitled to same without discrimination because of membership or nonmembership in any union or association.

No labor union can transact any business directly or through its representatives on the floor of any member factory.

"Arbitration is recognized as the most equitable method of settling disputes between employer and employee, and the members bind themselves to use every effort . . . through means of arbitration."

Permanent committees on grievances are done away with. Members are forbidden to deal with any but special committees for each instance.

"In order that no advantage may be taken of any member whose business may be temporarily interrupted by strike . . . the members agree that they will not attempt to increase their own business to the detriment of such member, which such strike is in progress, and will not increase the working forces in any of their factories."

No reader will be permitted to read in the factory anything tending to create sedition or disloyalty to the Government or that is contrary to the interests of the manufacturers.

The manufacturers have learned many points from previous strikes, principally due to agitators, and with a solid front under the agreement, they are well nigh invulnerable in any just stand they take.

There is one article of their association that is already indicative of bringing protest from the workers—or rather the unions. It is that prohibiting the transaction of business by or for the unions on the premises of any member.

The organization covers every conceivable point and every important manufacturer in the city, except F. Garcia & Brothers, has joined it is said. Many of the buckeye shops have also come in—and a sliding scale for the bond has been devised for these—each factory putting up $500 bond for each million cigars manufactured last year. The maximum bond is set at $10,000, and all the principal factories—the fifty mainstays of the industry—will put up between $5000 and the maximum.

G. F.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

REPRESENTATIVE QUIN AND HIS CORNCOB

REPRESENTATIVE PERCY QUIN, of Mississippi, is an inveterate smoker, and his best friend is his corncob pipe. The only time they are separated is when Quin is on the floor of the House of Representatives or is asleep. He buys his tobacco in quantity lots so that he may take advantage of pound rates.

As a boy, Quin looked at life through dark smoked glasses. He had to hustle for everything he got. Ambitious, he worked his way through college and became a rather successful lawyer. The economies he was compelled to observe during his boyhood days formed the groundwork for his present day ideas. He invariably votes against any measure that seems to combine waste and extravagance with public need.

While a little more than comfortably well off today, he continues his savings and the pound and a half of tobacco that he buys monthly prevents the needless expenditure of the difference in the cost of the ten-cent packages usually purchased and the larger lots.

As a boy, he washed and ironed his own clothes because he could not afford the expense of having someone else do that work for him. Today, among other ventures, he is president of a thriving laundry concern "down South." He carries his luncheon with him, because he likes home cooking and can get a better and more substantial meal in that way, and because prices are so high in the Capitol restaurants he does not want to patronize them.

Congressman Quin is one of the most picturesque men of the House. He has a vast fund of humor, and when he gets his old corncob agoin' good, he can tell many an interesting tale of how he fought poverty and everything else that went with it and, by sheer pluck, endurance, and whatnot, landed a seat in Congress.

C. L. L.

ANOTHER TAX BILL FOR TOBACCO

Washington, D. C.

Another measure to amend the tobacco tax in Section 701 (a) of the Revenue Act has been introduced in the House of Representatives. Under the bill introduced early this month by Congressman Green of Iowa, a tax of eighteen cents per pound would be imposed upon all tobacco and snuff manufactured in or imported into the United States, and sold, as in the bill recently introduced by Representative Garrett of Tennessee.

Instead of a tax of nine cents a pound on unstemmed leaf tobacco sold to consumers, however, the Green bill provides for a tax of seven cents per pound "upon all unstemmed leaf tobacco sold or removed for sale to the consumer, except by growers thereof."

The measure has been referred to the Committee on Ways and Means.

C. L. L.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. When ordering, give patent number only.]

No. 1,334,717. CIGARETTE CASE. Wulf Silverman, New York, N. Y., patentee.

Patent for a cigarette case which comprises a box substantially corresponding in depth to the length of the cigarettes and open at one end, a cigarette carrier slidably engaged in the box, a retracting spring connected between the side wall of the carrier and the adjacent side wall of the box, and a cover for the open end of the box connected with the carrier by arms pivoted thereto.

No. 1,334,752. FLUID FOR TREATING TOBACCO LEAVES. Shigekichi Hagino, Tokio, Japan, patentee.

This patent covers the invention of a fluid for the purpose of treating leaves, consisting of a fluid obtained by the boiling of resin in a solution of table salt, a fluid obtained by boiling the barks of the *pinus massoniana*, and a solution of an organic salt of iron.

No. 1,335,312. SMOKING PIPE. Kenneth B. Abernathy, Danville, Ill., patentee.

A patent awarded for a smoking pipe, including a main bowl, comprising a bottom section having a stem section thereon and an upper bowl section movable relatively to said bottom section; an auxiliary bowl removably fitting within said bottom bowl section to constitute a removable lining therefor and terminating at the juncture of the bottom and upper main bowl sections, a plate at the juncture of the bottom and upper bowl sections and constituting a cover for the auxiliary bowl.

No. 1,335,454. CIGAR POUCH. Irving L. Stern, New Orleans, La., patentee. Patent assigned to Havana-American Company, New York, N. Y.

A pocket pouch for tobacco products and having a rectangular cross-section contour and adapted to be carried in the pocket of the user, said pouch comprising a rectangular wall composed of a thin cedar sheet, an intermediate reinforcing backing sheet and a paper lining sheet pasted together face to face, the lining sheet being of relatively greater height than both the cedar sheet and the backing sheet to produce a marginal portion adapted to be folded over the upper edges of the cedar sheet and the backing sheet to constitute a binder.

No. 1,335,698. CIGAR HOLDER. Oscar A. Pickett, Dover, N. J., patentee.

In a cigar or cigarette holder, a mouthpiece, an elastic band surrounding the outer end thereof, said band having its edges provided with spaced pockets, plates, levers pivotally secured to said plates, one of each of the plates designed to be received in the respective inner pockets of the elastic member and the outer and free ends of the levers designed to be received in the respective outer pockets.

The Farmers' Tobacco Warehouse Company, of Rich Square, N. C., has been chartered with an authorized capital of $50,000.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT.
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

B. V. D.:—41,661. For cigars. January 2, 1920. M. Abood Cigar Mfg. Co., Jacksonville, Fla. Trade-mark claimed to have been used by the Florida Cigar Making Co., Jacksonville, Fla., from whom title was derived by registrant by a transfer dated November 14, 1919.

PHILADELPHIA LIFE:—41,662. For cigars. February 28, 1920. Morris Kornfield & Barney Borish, Philadelphia, Pa.

YOUR OPTION:—41,663. For cigars, cigarettes and tobacco. March 11, 1920. Haas Bros., Cincinnati, Ohio.

VITANOLA:—41,664. For cigars, cigarettes, cheroots and tobacco. February 4, 1920. Pasbach-Voice Litho. Co., New York City.

LA CICARDO:—41,666. For all tobacco products. January 2, 1920. Greenwood & Co., Savannah, Ga.

TAMPA NINE:—41,668. For all tobacco products. February 6, 1920. Greenwood & Co., Savannah, Ga.

CARMONA:—41,669. For all tobacco products. March 23, 1920. Carmona Cigar Co., Chicago, Ill. Trade-mark claimed to have been in actual continuous use for about 15 years, when it was first adopted by Walter Tobin, Oklahoma City, Okla., from whom by several transfers title was derived by registrant.

LA FLOR DE CARLOS CASIANO:—41,670. For cigars. March 8, 1920. Carlos Casiano Cigar Co., Inc., Tampa, Fla.

CARLOS CASIANO:—41,671. For cigars. March 8, 1920. Carlos Casiano Cigar Co., Inc., Tampa, Fla.

THIRD CITY:—41,673. For all tobacco products. February 24, 1920. American Lithographic Co., New York City.

ATISIMA:—41,681. For cigars, cigarettes, cheroots, smoking and chewing tobacco. March 30, 1920. Louis Andrlik, Cicero, Ill.

ELITE:—41,682. For cigars. March 26, 1920. Wm. Klissner, New York City. Trade-mark claimed to have been in actual continuous use for more than 20 years, when it was first adopted by Rokohl Bros., from whom title was derived by registrant March 24, 1920.

WHITE ELEPHANT:—41,683. For cigars. March 26, 1920. Wm. Klissner, New York City. Trade-mark claimed to have been in actual continuous use for more than 20 years, when it was first adopted by Rokohl Bros., from whom title was derived by registrant March 24, 1920.

SAMSIL:—41,685. For cigars, cigarettes and tobacco. March 6, 1920. S. Silberman Co., Philadelphia, Pa.

MELODEE:—41,686. For cigars, cigarettes, tobacco, etc. March 30, 1920. L. G. Widdnck, Chicago, Ill. Trade-mark claimed to have been used by M. W. Harris, Chicago, Ill., from whom title was derived by registrant March 22, 1920.

TRANSFERS

SICARD:—21,972 (Tobacco World). For cigars, cigarettes, cheroots stogies, chewing and smoking tobacco. Registered May 9, 1913, by Steffens, Jones & Co., New York City. Transferred to Greenwood & Co., Savannah, Ga., March 11, 1920.

ODD MOMENTS:—31,803 (Trade-Mark Record). For cigars, cigarettes and tobacco. March 2, 1906, by American Cigar Co., New York City. By several transfers acquired by G. W. Van Slyke & Horton, Albany, N. Y., March 11, 1920.

LAGORA:—15,545 (Tobacco Leaf). For cigars. Registered August 8, 1898, by the Calvert Litho. Co., Detroit, Mich. By various transfers acquired by the Cole Litho Co., Chicago, Ill. Retransferred to Reiby Cigar Co., Barnesville, Ohio, March 24, 1920.

LA LINDA CUBANA:—12,829 (Tobacco Journal). For cigars. Registered November 3, 1890, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

LA LINDA ESPANOLA:—20,349 (Tobacco Leaf). For cigars, cigarettes, tobacco. Registered January 24, 1901, by Rokohl Bros., New York City. Transferred to Wm Klissner, New York City, March 24, 1920.

LA SONRISA:—12,897 (Tobacco Journal). For cigars. Registered November 24, 1890, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

EL KAY BOUQUET:—13,374 (Tobacco Journal). For cigars. Registered May 14, 1891, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

CONGRESSIONAL SEAL:—11,014 (Tobacco Journal). For cigars. Registered July 27, 1889, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

ELITE SCHUETZEN CORPS:—9452 (Tobacco Leaf). For cigars and cigarettes. Registered December 27, 1894, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

L. K. BOUQUET, no number (Tobacco Journal). For cigars. Registered October 23, 1884, by G. W. Rokohl, New York City. Transferred to Wm. Klissner, New York City, March 24, 1920.

LA FLOR NELLIE:—15,335 (Patent Office). For cigars. Registered April 5, 1888, by Grommes & Ullrich, Chicago, Ill. Transferred to Iwan Ries & Co., Chicago, Ill., March 8, 1920.

The Greensboro (N. C.) "News" states that the Imperial Tobacco Company, Ltd., of Great Britain and Ireland, has purchased the Old Crown Mill property, in that town, consisting of seven and one half acres, and will establish one of the largest tobacco stemmeries in the United States, employing about one thousand hands.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN N.Y.
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
210 Eleventh Ave. New York City

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9054 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9054

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 9

The TOBACCO WORLD

MAY 1, 1920

A UNANIMOUS WINNER

Our New **Perfecto Royal**
Size, Full 4¾ Inch

Jenny Lind

Guaranteed **CLEAR HAVANA,** made by expert Cuban Workmen from the best grades of Havana Leaf.

Retails for 2 for 25c.

HEREDIA Y CA,

Manufacturers

624 E. 13th Street New York City

With acknowledgments to K. C. B.

"As a cook, I'm a fine bricklayer"

"SURE THING," I said.
"YOU STAY in bed.
AND I'LL cook breakfast."
SO MY wife agreed.
SHE'D TRY it once.
AND THE fruit was fine.
AND THE coffee—well.
SPEAKING roughly.
IT WAS fair.
BUT WHEN I tackled.
SOUR MILK griddle cakes.
SOMETHING WENT wrong.
THEY LOOKED easy.
FLOUR, SODA, and salt.
SOUR MILK, one EGG.
MIX, DROP, cook, flop.
BUT SOMETHING went wrong.
SO I stacked the cakes.
UNDER MY window.

TO MASSACRE.
THAT TENOR cat next door.
AND I asked my wife.
WHY CAKES go wrong.
SHE SAID, "It's like.
THE CIGARETTES you smoke.
JUST THINK it over."
AND FIRST I said.
"THEY SATISFY."
BUT SAW that wasn't it.
THE NEXT guess landed.
"THE BLEND can't be copied."
AND I gotta admit.
THERE'S SOMETHING in.
THIS TALK of knowin' how.

KNOWING HOW is everything in blending cigarette tobaccos. The Chesterfield recipe calls for the choicest Turkish and Domestic tobaccos, expertly blended in the exclusive, can't-be-copied way—our own secret. We do "know how"—and that's why Chesterfields "satisfy."

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

John Ruskin ♦ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES — **CHANCELLOR** — CIGAR — HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 120 HAVANA

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR ..... President
EDWARD WISE ..... Chairman Executive Committee
GEORGE W. HILL ..... Vice-President
GEORGE H. HUMMEL ..... Vice-President
JESSE A. BLOCH ..... Vice-President
JACOB WERTHEIM ..... Ex-President
JOSEPH F. CULLMAN, Jr. ..... Vice-President
LEON SCHINASI ..... Vice-President
ASA LEMLEIN ..... Treasurer
CHARLES DUSHKIND ..... Secretary and Counsel
New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice President
ALBERT FREEMAN ..... 2nd Vice President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary
Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS — WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

WANTED POSITION AS FOREMAN IN city or country. Have all around experience and executive ability. J. J. Spitz, 1076 Faile Street, Bronx, New York.

WANTED—A SALESMAN COVERING PHILADELPHIA, Eastern Pennsylvania or Western New Jersey, to handle a profitable sideline. No samples required. Liberal commission. State territory covered, etc., and arrange for appointment. Replies confidential. Address Sideline, Box A-205, care of "Tobacco World."

SUPERINTENDENT and FOREMAN WANTED for factory near Philadelphia. Give full details, experience, salary and residence. Address A-203, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 May 1, 1920 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO
10c

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

Wolverine
BUNCH BREAKERS

"From Two to Three Dollars Per Thousand, Saved on Binders Alone," says one user.

THEY WILL DO THE SAME FOR YOU

Let us send you one of our bunch breakers by prepaid express ON THIRTY DAYS FREE TRIAL.

Write for One Today

The Price is Twenty-five Dollars ($25.00)

West Michigan Machine & Tool Co.

Grand Rapids - - Michigan

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

BOUQUET

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5819 Spruce St., Phila., Pa.
Phone, Belmont 5546

LIPSCHUTZ'S
44
CIGARS

44 Cigar Co., Inc. Philadelphia

Volume 40 THE TOBACCO WORLD Number 9

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, May 1, 1920 Foreign $3.50

Highly Representative Attendance Assured For Tobacco Merchants' Association Convention

AS the time draws nearer for the convention of the Tobacco Merchants' Association of the United States, interest is steadily increasing, and Secretary Dushkind reports that acceptances are coming in daily from the industry and all its allied branches, thus assuring a most representative gathering.

This important event is to be held May 19th and 20th, at the Hotel Willard, Washington, D. C. Indications point to a larger and more representative gathering than has ever been held in the history of the industry. Certainly in no past period has the need for a convention of this character been greater.

In view of the dependency of the cigar and tobacco industry on numerous allied branches, complete representation of these various trades and industries is greatly to be desired. Only through a gathering of this kind can an enlightened understanding of each other's problems be attained.

Many vexatious problems can be worked out advantageously through co-operation, and the Tobacco Merchants' Association offers the opportunity and its good services.

These are just a few of the important reasons why every member of the industry and its allied branches should arrange to attend the convention if he has not already done so. Opportunities such as this gathering offers, are exceptional, and full advantage should be taken of them to encourage the association in the good work it has been doing.

The trade should not lose sight of the fact that it owes much to the efforts of the Tobacco Merchants' Association.

As an example of the kind of work the association is doing, mention might be made of the thorough manner in which all legislative matters are followed in every State in the Union. No matter in what State a bill is introduced, if there is anything in it that affects the interests of the cigar and tobacco industry, the Tobacco Merchants' Association has full knowledge of it within a few hours after its introduction. From then on the bill is followed carefully until it is either brought up for passage or rejected by some committee. If necessary every effort is made to secure a fair hearing for the tobacco industry. The same applies to bills introduced in Congress.

Some months ago when additional taxes were pending, it was necessary for Secretary Dushkind to bring to Washington representative manufacturers from all sections. There was scant time, but manufacturers in the East and West were promptly reached by long distance telephone. The result—inside of twenty-four hours these men were in Washington and were able to appear before the committee, and after telling their situations the taxes were considerably reduced.

This is just one instance, and there are scores of similar situations that the association is called upon to meet every year. Obviously it is impossible to keep the entire trade fully informed as to the work being done, and yet as a result of this constant watch on the legislation of the country the entire industry—manufacturer, jobber and dealer—has been protected from many unfair restrictions on its business and has been saved what would be enormous sums of money in the aggregate.

Obviously with greater co-operation the field of work of this character can be greatly extended and made much more effective. The trade owes considerable to this organization, which for more than four years has stood as a bulwark for the industry against the encroachments of all sorts of taxes and restrictive legislation.

There is no organization in the country so ably equipped to function as is the Tobacco Merchants' Association, and the industry should take a sincere interest in maintaining this association and furthering its field of operation.

This gathering is not alone for members of the association, but for the entire cigar and tobacco industry in all its branches, and a cordial invitation has been extended to all to attend.

No man who wanted to, ever failed to get some good from attending a convention. Certainly the 1920 Convention promises to be one of extraordinary interest, and there is every indication that every man who attends will highly be repaid for his time.

Full information can be secured by addressing Secretary Charles Dushkind, 5 Beekman Street, New York City.

President Eisenlohr Cautions Against Ill-Advised Activities in Defence of the Industry

DECLARING that if the anti-tobacco agitation should ever reach a stage where it might properly be termed a "FIGHT," it would mean a "fight" of the entire industry, and not merely any one branch of it, and for this reason the situation can only be adequately and effectively dealt with by a NATIONAL ORGANIZATION representing all branches of the industry, CHARLES J. EISENLOHR, President of the T. M. A., has issued the following statement, cautioning the trade against the danger of independent and ill-advised activities, and assuring it at the same time that if and when the time for action shall come, the T. M. A. will be fully equipped to handle the situation in proper fashion.

"A great deal of publicity has recently appeared in the public press and otherwise under such striking headlines as

'Tobacco Fights Federal Ban'
'Industry Organizes to Escape the Fate Which Liquor Faces'
'Fighting the Cranks'
'Alarm of Tobacco Lovers'
'Tobacco Men to War Against the Antis'
'Tobacco Men Organize to Fight Reformers'
'Tobacco Opens Fight for Life'

"I believe that publicity of this sort is distinctly harmful. It only has a tendency to create an atmosphere of fear and apprehension in the trade for which there is really no ground, and it serves at the same time to encourage the activities of professional agitators. It adds nothing to the strong position of our commodity, and leads nowhere.

Agitation is aimed against the whole Tobacco Industry and can only be effectively dealt with by a National Organization representing all branches of the Industry.

"It is of course highly gratifying to note the intense interest and the passionate desire for aggressive action shown by our trade associations as well as by many of the leading factors in our industry, but I cannot lay too much stress upon the fact that this agitation is not directed against any particular locality or against any particular branch of our industry. It is aimed at the whole TOBACCO INDUSTRY, and against every form of tobacco.

"If, therefore, the agitation should ever reach a stage where it might properly be termed a 'fight' it would mean a 'fight' of the entire industry, and not merely of any one branch of it in any one section of the country. Hence, a situation of this kind can only be properly and effectively dealt with by a NATIONAL ORGANIZATION representing all branches of the industry.

"Therefore, speaking as President of the Tobacco Merchants' Association of the United States, I must say that while I fully appreciate the spirit which has prompted the activities already displayed, and earnestly solicit the support and co-operation of the entire trade and all its organizations in this, as well as in all our activities, I deem it of supreme importance to issue this caution against independent and ill-advised activities which, although conducted with the best of intentions and aimed at our common object, may nevertheless result in reactionary effects, unless guided by a central body having a well defined policy and a carefully mapped out plan of action to be followed by the entire trade.

"The T. M. A. is not only earnestly inviting advice and suggestions from all interested parties, which, needless to say, will receive most thoughtful consideration, but I beg to assure the trade and all concerned that when and if the time for aggressive action on the part of our industry shall come, it will act with due promptness, and will not hesitate for a moment to call upon the trade organizations and the trade in general, as well as on every important factor that can be of service in the matter, for the support and co-operation that we know will be cheerfully extended.

T. M. A. well equipped to handle situation and will act promptly when the time comes.

"Thus far our policy has been that of study, investigation, and close vigilance, for we have felt, and still feel, that there is no cause for alarm or apprehension on the part of our industry. Had we felt otherwise, no time would have been lost in endeavoring to set in motion every means available for the vindication and protection of our industry.

"It will be recalled that some years ago a systematic crusade was conducted by a group of so-called 'reformers' against the cigarette. While at first they succeeded in stirring up some public agitation against the use of cigarettes, their sensational statements, when finally submitted to the acid test of knowledge and science, were shattered and crumbled as a house built of cards.

"Now a similar attempt is being made to attack not only the cigarette, but tobacco in all its forms, and there is every reason to believe that as they have failed in their crusade against cigarettes, they will meet with equal failure in their present agitation against the use of tobacco in all forms.

"Nevertheless, even though we feel that there is no cause for apprehension, we are giving the situation every attention, for we fully recognize the possible effect that the spread of insidious propaganda may have upon our trade if not subjected to the screen of actual knowledge.

"I accordingly desire to assure the TRADE that if the time shall come when active educational work on the part of our industry should be necessary, this association will be found fully equipped to handle the situation, and will lose no time in taking appropriate action.

"And with the whole-hearted support and co-operation of the great army of people interested in our commodity, we may confidently expect to succeed in retaining the high public esteem that our commodity has always enjoyed."

BUSINESS BUILDING

By a trained Business man and advertiser Written especially for The Tobacco World

by A. E. Pharo

All rights reserved

CO-OPERATION is a big word, and it's going to grow bigger. You can take it from me that if you are going to do anything that is anything you've got to co-operate.

If evils threaten you, Get-Together, and you'll put 'em to disorderly rout. If laws are wrong, Get-Together, and you can have 'em repealed. If laws are wanted, Get-Together, and have 'em made. If business is poor, Get-Together, and make it good.

This Getting-Together is the yellowest dandelion on the law today, and it's going to sow more seed, and bring forth more flowers than anything I know of.

A Great Loud Call is going abroad to the Fraternity to Get-Together at Washington May 19th and 20th.

Go! You are needed! It will do you good! You will do the trade good!

WATCH THEIR PULSE. The dealer who keeps his finger upon the pulse of the smoking public, who refines his nerves so he can sense the most delicate changes, who trains himself to become an expert in knowing just exactly what the public most prefers holds an ace high card for playing the Great Game.

And if he trains himself to talk facts and give proofs, and is able to make delightfully interesting little talks to his customers, they will listen to him with keen attention; they will look upon him as an expert, a specialist, who knows smokes and smokers from the foundation to the flag-pole. They will respect his knowledge, they will give him complete confidence in their smoking department, they will give him their custom, and recommend him to their friends.

Read, therefore, the page advertisement in THE TOBACCO WORLD about Manillas. Read it for the knowledge you will get as to the tastes and desires of the public, in past years and now. Ask yourself if this is true, if the taste of people has changed, if they are still changing.

Then read carefully the other cigar advertisements for the sake of the knowledge they will give you. All this will make an interesting subject of conversation with your customers and will be one of the little turns of the lifting-jack which will boost your business to a higher level.

AN INDIAN CAME from Oklahoma to Philadelphia recently and made an address. Told something new and mighty interesting about one of their customs. Said it is the custom for every Indian to have a Friend. The two vow perpetual friendship to each other at some public meeting of the tribe. They remain friends for life, and will protect each other to the death. They have so many enemies that this is desirable, you see.

Listen, Mr. Manufacturer, Friend Retailer. The woods are full of dangers to both of you. There are lots of them, and their tomahawks are sharp—chain stores, mail order houses, private stores, general stores. They are on your trail and your scalp is in danger.

Why don't you follow the Indian custom, and become Friends? Make the vow and stick to it till the cows come home. The manufacturer should consider the retailer as part of his distributing force. The retailer should consider the manufacturer as guide, counsellor and friend; who educates him, gives him advice, tells him business principles, gives him selling-helps to distribute. One who works *with* him, for the benefit of both, and who has long since ceased to work him. This is the modern thought.

JUST SUPPOSE THAT you went into a shooting gallery to put your skill against that of your friend, or to a bowling alley, or that you went with him on a shooting trip, and that you didn't bother to take aim when you shot, or rolled the balls, or banged away at the flying ducks!

What would your friend think of you, anyhow?

He might not say anything to be sure, but he sure would think thoughts, and if he said what he thought there would be a riot, then and there, between you and him.

But, here you are, playing every day a game that has the above sports pushed clear off the wharf—the Great Game of Business. It's a continuous performance, you play every hour of every day, and keep it up 'till the cows come home.

Do you take aim—have you got an aim—in this Great Game? Or are you just banging away, with your eyes shut, careless like, too dinged indifferent to care whether you win or lose?

D'ye know you get forty times the fun playing this Great Game, if you have an aim—and a high aim—for the playing—and what's more, you make ten times the simoleons. It's a real fact. It sure is.

It's tame work, playing a game without having a definite aim. Don't get you anywhere. Don't make you much money.

Let's aim. Aim with our whole heart in our eyes. Steady! Fire! We move in a fine store on Main Street next week!

TRADE NOTES AND NOTICES

Rosenthal Bros., cigar manufacturers, New York City, have increased their capitalization from $250,000 to $750,000.

A. J. Klein is now covering the territory of the late Edward Brown for Dusel, Goodloe & Company of Philadelphia.

It is said that preliminary meetings have been held with a view of holding a tobacco exposition at Lexington, Kentucky, next fall.

The firm of Jos. Hirsch & Son, leading importers of tobacco, has removed to 17 Battery Place, New York City, from 185 Water Street.

The offices of Peter J. Schweitzer, importer of cigarette paper, will be moved from 109 Broad Street to 220 Fifth Avenue on May 1.

Leathers, Wood & Company, Greensboro, North Carolina, have been incorporated with an authorized capital of $500,000, to carry on a general tobacco business.

It is said that the King Cigar Company, of Hartford, one of the largest manufacturers of cigars in Connecticut, is planning to move its factory from Hartford to Philadelphia.

A. M. Brown Cigar and Tobacco Company, of Nashville, Tennessee, will establish a cigar factory in that city which will be in charge of Ed. Martin, formerly with the Gross Blodau Company.

As previously announced, the annual meeting of the Tobacco Association of the United States will be held at the St. Charles Hotel, Atlantic City, June 17, 18 and 19, where special rates have been secured for the occasion.

The old admonition "not to count the chickens until the eggs are hatched" should be remembered by Connecticut Valley planters, who are said, by an exchange, to have agreed to increase the acreage and demand higher prices for the crop.

Determan & Company, importers and exporters of tobacco, 175 Front Street, New York City, have been appointed exclusive agents, in the United States, for the export department of E. Viegelman & Company, Incorporated, of Manila, Philippine Islands.

It is reported that the firm of Nan Yang Brothers, of New York, Shanghai and Hong-Kong, has shipped to China, about 12,000 hogsheads of tobacco, mostly Virginia and $1,500,000 worth of cigarette making machinery, for its Chinese factories.

Those interested in Kentucky leaf may probably get considerable information in regard to it from the Agricultural Extension Division of the University of Kentucky, at Lexington, Kentucky, which issues special bulletins on the tobacco culture and crop.

Several of the smaller cigar manufacturers of Reading, Pennsylvania, have retired from business and are back at the bench, working as cigarmakers in larger plants. They claim that they can make more money working for others than they can manufacturing cigars for themselves.

The annual meeting of the Leaf Tobacco Board of Trade of the City of New York was held on April 13. All officers were re-elected for the ensuing year. As soon as the secretary has obtained the names of those who will be able to attend the coming convention, appointments will be made.

Recent incorporations are: Fayette Tobacco Warehouse Company, at Lexington, Kentucky, increase of capital stock from $75,000 to $500,000; Guy S. Jones Tobacco Company, Bowling Green, Kentucky, capital $50,000; Pinetops Drying Plant, at Pinetops, North Carolina, capital $100,000.

The National Association of Employing Lithographers will hold its 1920 convention the first week in June. Three days' continuous sessions will be held, on Thursday, Friday and Saturday, June 3, 4 and 5. The headquarters of the association will be at French Lick Springs, Indiana, at the French Lick Hotel.

The Hampden County Tobacco Growers' Association, of Massachusetts, at the recent annual meeting reported sales exceeding $200,000, direct to the trade. The association has fifty-one members, representing 350 acres of tobacco, and claims to have sold its product at a better average price than any other growers' selling organization.

The "Cigar and Tobacco Journal" (England) says: "In the matter of the Bonded Warehouse Account it would appear that we have been getting very busy indeed during the past twelve months. The dark days of shortage are fast disappearing. No more are we faced with the horror of an existence without tobacco. There are over 300 million pounds of tobacco in bond, and at the same time in 1913 we only topped the 200 million mark. There is no fear of a famine in tobacco."

8.

Deer Jim. I got it today where the chickin got the ax rite in the neck. I thought I cood unpack goods becaws that diddent look like a very hard job and it diddent look as if it took an awful lot of branes too. It took more than I had all rite.

There was a big box of stuf cum and the things in it was pipes and tobacco jars and I dont know what all. I took out everything I cood find and thru the box on the dump and counted up the goods and there wassent enuf. There was a meershawm pipe that wassent there and it was worth sum munny too. It was worth ten bux if it was worth a sent.

I told Persy there was the stuf all but the pipe and he sed wheres that and I told him it diddent cum and he markt it off on the bil and past it on to the boss and the boss cum to me and sed wheres that meershawm pipe and I sed it diddent cum.

"Wheres the box the stuf cum in?" he wanted to kno, and I shode him it out on the dump. He sed "Taik all that paper and exsellsior packing out and go over it with a fine tootht coam."

Of coarse I new he diddent meen reely to coam that stuf and I went over it and sure as enneighthing there was a wad of paper and stuf that enneighbodyd say wassent enneighthing becaws it was all wadded up tite, but rite in the middel of it in a kase was that dingd pipe.

The boss stood and watcht me and sed "Its a wunder you diddent burn the stuf up," and when I handed him the pipe he told me where I got off all rite. Ide bet a wekes wages agenst the hole in a doenut that Ile get everything out of the next box the first time I try. The boss sayz that haf the kix that goze in about shorts in a invois is for goods thats out on the dump in the packing. You cant get me to say it aint so.

But that aint the only time I got it today. This afternune I got to be a sailsmum or I prettie neer did. I was behind a counter, down on the flore cleening off the bottum shelf when a good looking littel daim cum in jingling a lot of jewelry hardwair on a chane with a bag. I cood heer her and I cood see her pedestal extremitys. So I rosed up and she had her back to me and I thought it was the jane that lives next dore to where I liv and that Ime always kiddin about sumthing and I sed, "Hello tweetie. Hows mammas pet today?"

She turned around and she snappt at me, "Why you insulting littel puppie," and then she beet it out the door. It wassent her at all.

Gee, you cood hav nocked me over with a fether and a pin fether at that. I gess like I lookt like a pretty ded corps and I was just thinking how lucky it was that noboddy happend to be rite there just then to heer what happened when Spike poppt his hed up from behind a counter on the other side where he was working and he sed, "You insulting littel puppy when you get that case cleened out, cum over heer and cleen mine," and I had to do it. He diddent say anuther word about it and I diddent too, but I can see whats going to happen. Whenever mister Spike wants me to do enneigh of his work or enneighthing, heel just say "You insulting littel puppy" and Ile hav to do it.

Hood a thought Ide get the rong jane like that. Say suppoze, Jim, that Dazie or Persy had herd that. Good nite!

Ive lernd one thing enneighway. You cant joak with customers. It aint saif. If they want to joak, all rite, let em. If you want to joak, all rite but dont. Ide ought to hav rememberd that becaws the boss told it to all of us once but of coarse I had to go and find it out for myself. Ime that way.

Pa sayz that sumtimes it never ranes but it pores. I know now what he ment becaws today it pored. After lerning 2 very important things which Ive discribed I lernd anuther which was importent enuf enneighway do Ile probably remember it.

Theres a baskit we put things in that are going to be maled and I taik em to the post offis which aint far off. Sumtimes Persy or Bob or sumboddy hands me sumthing to go that aint in the baskit too and I taik it and thats all rite too.

Today I saw Persy working at sum kind of packig, getting it rapt up all reddy to male and when I cum back from an errend it was all fixt up on the counter with address and stamps on it and I took it and maled it without waiting for it to be put in the baskit. Who woodent?

When I cum back from the P O Persy stood in the dore and he sed "Did you taik that packig and male it and I sed you meen that packig on the counter all stampt and addresst and reddy to go and he sed yes and I sed yes.

(Continued on Page 18)

Bill to Protect Employees

Washington, D. C.

Amendment of the bankruptcy law so as to include among debts not affected by discharge in bankruptcy, liabilities for compensation to injured workmen or their dependents, to whom awards have been made pursuant to the workmen's compensation law or any similar law of any State or Territory, is provided for in a bill which has been introduced in the House of Representatives by Congressman Thomas F. Smith of New York.

"Employers coming under the act are required by the workmen's compensation laws of most States to carry compensation insurance covering their employees," said Mr. Smith, in discussing his measure. "The failure to carry workmen's compensation insurance in New York State is punishable as a misdemeanor; notwithstanding this penalty, thousands of employers fail to safeguard their workmen with this insurance and, consequently, when an award is made against them for compensation they are unable to make good. In cases of death this evasion of the law means suffering for the dependents of the deceased workmen; and in accident cases the injured workmen and their families alike must suffer.

"Many pathetic cases are known of widows and orphans who are deprived of the compensation that the law intended they should have, simply because employers have violated its provisions. When judgment is rendered against these uninsured employers, in a great many instances, execution is returned unsatisfied or the employer goes into bankruptcy and is discharged.

"It would seem that reasons of public policy and justice demand that an employer who has violated this law, and rendered a human statute ineffective, should not be allowed to take advantage of the bankruptcy law and escape his liability."

House of Duys Holds Housewarming

APRIL 20th was a festive day for the house of H. Duys & Company, Inc. It marked the opening of their new home at 142 Water Street, New York, and most of the houses in Water Street, as well as many cigar manufacturing concerns, were represented at the reception held in the afternoon.

The first floor was a floral bower and once more the power of advertising was demonstrated, for it looked as if all the friends of House of Duys, in expressing their good-will and congratulations had obeyed the slogan, "Say It With Flowers."

On the top floor of the building the sample room was put to good use and refreshments were served.

During the afternoon Mr. John Duys responded with a brief speech, in which he voiced the feeling of good fellowship that exists in Water Street. His suggestion that the leaf men ought to have a union to protect their interests, was greeted with hearty applause.

Several hundred visitors called during the afternoon and the gathering was brightened by the presence of Mrs. John H. Duys and Mrs. Henry M. Duys.

Among the Philadelphians who paid their respects in person were B. Lipschutz and Dr. Joseph Marcus, of the "44" Cigar Company, and H. J. Vetterlein.

Liberal Ideas in England on Smoking

England is advancing in liberal ideas and America, or part of it, is trying to go backward and force the rest of the country back. The "Canadian Cigar and Tobacco Journal" says that the popularity of the cigarette in England is pretty clearly demonstrated by a recent decision of the South Eastern and Chatham Railway to abolish smoking compartments and to provide "non-smoking" compartments, thus reversing the former system in use. This change in regulations is not only a distinct tribute to tobacco but a recognition of the fact that the habits of the travelling Englishman have changed very considerably.

It is expected and hoped in English trade circles that other railways will follow suit; smoking has become so general in English conveyances that there is little difference between smoking and other carriages.

In the early days of British railway travelling smoking was "strictly forbidden" in every part of a railway company's premises. The separate smoking compartment was instituted in the early sixties. Prior to that date, the smoker had either to bribe the officials to give him a compartment to himself or else plead for permission of his fellow travellers before he dared light up. Forty shillings was the regulation fine imposed for smoking on the railway premises in those days.

MELACHRINO

"The Cigarette Elect of All Nations"

"The Cigarette Elect of All Nations" is more than a phrase—it's a *fact*. That Melachrino quality appeals to connoisseurs everywhere is proved by the vast demand for this excellent cigarette.

Throughout the World- the World's Greatest Seller

NINES - FIVES - FOURS
Plain and Cork Tip

M. MELACHRINO & CO.
INCORPORATED
1790 Broadway-New York

LEAF MARKET JOTTINGS

IN Lancaster County farmers are preparing for the 1920 crop and indications appear to show that the acreage planted will be as great, if not greater, than that of 1919. Last season's crop was not as large as was expected, but it was a good one for cigar purposes and that is the kind of leaf the planters are talking about growing this year.

Stray lots are coming in but the business is out of the growers' hands, and the packers will have a favorable market unless something unexpected should turn up. The stemming and stripping which was formerly practically all done in Lancaster, has been transferred in part to the smaller towns. This gives employers a chance to use the local labor supply and the custom is likely to be extended. No data are at present available as to relative labor costs but they are probably less.

The freight embargo held up the shipment of hundreds of cases and practically deadlocked the market, while it lasted. No important transactions are noted in the market.

At the April meeting of the Lancaster County Tobacco Growers' Association J. Aldus Herr, vice-president, was appointed to represent the association at the convention at the New Willard Hotel, Washington, D. C., on May 19 and 20.

The secretary, Otto Olsen, stated that the Lancaster Tobacco Growers' Association literature has been sent to Canada, South Africa and Australia. An incident of the campaign to advertise the leaf in foreign countries and a most wonderful waking up of the slow-moving, tradition-bound denizens of the rich garden spot of Pennsylvania.

The fertilizer question was the topic of discussion, led by Horace Hinkle, representing the York Chemical Company. The fertilizer bill of Lancaster County is estimated at a million dollars a year.

"The Lancaster Examiner," in its "Farm Life" issue of April 23, says that the weather has interfered considerably with the tobacco growers' seed beds and where the seed has sprouted the beds have been so badly frozen that the plants are lost and the beds will have to be sown again. Those who are selling seed find a brisk demand for it, as many of the growers are compelled to buy a second time. Those who always plant as early as they possibly can will be disappointed this season, but some of the most successful growers state that with favorable weather conditions their plants will come out in ample time.

Also that the board of directors of the Fair Association have accepted an offer to rent the main building on the grounds of the Lancaster County Fair Association to a pending local corporation, that will use the structure when not used for Fair purposes as a sales floor for Lancaster county tobacco. The method of sales procedure will be the same as that which prevails in the tobacco growing sections of other States.

In the Connecticut Valley, the 1918 leaf is all gone and very little of the 1919 leaf remains unsold. Broadleaf is especially active and commands good prices. The "movie" picture of the New England Tobacco Growers' Association is meeting with popular favor in the various places where it has been shown. The 1920 planting season is considerably behind time, and the packing house sweat rooms are working to capacity. That about sums up the situation.

In the South, the Lynchburg, Virginia, market closed on April 17, and will open for the sale of the new crop on September 1st. The amount of tobacco sold was the smallest marketed in Lynchburg for many years, but prices were high, and the general average was the highest ever known. The indications are for a fair crop this season, possibly somewhat less than the average. The season's sales for 1919 amounted to about seventeen million pounds and for 1920 to ten million pounds.

South Carolina tobacco men say that with a good growing season there may be a good crop of tobacco but it is improbable that it will be as large as the 1919 crop.

Down in Kentucky, there is considerable trouble in the western dark tobacco districts. Thirty-four night-riders surrendered at Mayfield to the sheriff, rather than be gathered in by State troops, and Kentucky Congressmen have solicited the United States Government, through the Ways and Means Committee, to loan money to Italy and other foreign countries with which to purchase western Kentucky and Tennessee dark fired tobacco.

The average American farmer or Congressman is not ignorant but occasionally has such a narrow view that he becomes ridiculous. It would be as sensible for Pennsylvania farmers to petition Congress to loan money to Canada to purchase Pennsylvania turnips.

Every pound of good tobacco in Kentucky has brought a big price, and the market quotations which follow, compared with those published in this journal previously, show how it has advanced. But the dark

(Continued on Page 16)

THE Cigarmaker smiles appreciatively as he handles the clean, smoothly-booked stock stripped by the Model M Universal Tobacco Stripping and Booking Machine. This machine opens out and thoroughly books the leaf, thus doing away with the unopened and curled-up tips incident to hand-stripping. Cigarmakers prefer to work in Universal-equipped factories, for tobacco stripped with the Universal enables them to make more cigars and more money.

Mr. Cigar Manufacturer: You too will smile at the efficiency of the Universal. It speeds up production, cuts down costs and turns out a better product. Write for our new descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116-120 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

Paris, France, 18 Rue de l'Echiquier
Geneva, Switzerland, 2 Route de Chene
London, E. C. 2, England, 19 Bishopsgate
Manila, P. I., Kneedler Bldg.

FOREIGN SALES OFFICES:

Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Sydney, Australia, 10 Pitt Street
Buenos Aires, Argentine, Transoceania 158, Aeconquista
Madrid, Spain, Zorrilla 9
Slagelse, Denmark, Slotalleen, 3

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 14*)

tobacco growers produced a lot of poor stuff, either by the "act of Providence" or more probably by their own improvidence, in fertilization, cultivation and handling. So some of them have been burning the sheds of those who sold at the market price and will have a chance to grow better habits and better sense in the State penitentiary.

Hopkinsville reported for the week of April 17, that the low price on lower grades of tobacco continued but when the better grades appeared there was spirited bidding at higher prices.

Latest official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1918 Burley crop: Dark red: Trash $7 and $11, lugs, common, $16; medium $23; good $29. Leaf, common, $19 and $25; medium, $29; good, $36; fine and selections, $50. Bright red: Trash, $9 and $15; lugs, common, $20; medium, $26; good, $37. Leaf, common, $24 and $30; medium, $39; good, $46; fine and selections, $65.

Old Burley crop, Colored: Trash, $18 and $28; lugs, common, $38; medium, $48; good, $60. Leaf, common, $30 and $40; medium, $48; good, $60; fine and selections, $90.50.

New Dark crop: Trash, $12; lugs, $12 and $15; leaf, $15 to $25.

1919 Burley crop, dark red: Trash, $6 to $10; lugs, $20 to $28; leaf, $18 to $45. Bright red: Trash, $8 to $14; lugs, $20 to $36; leaf, common, $24 to $30; medium, $38; good, $46; fine and selections, $65. Colory: Trash, $18 and $27; lugs, $38, $48, $60. Leaf, common, $30 and $40; medium, $48; good, $60; fine and selections, $98.50.

The "Western Tobacco Journal" says: "In 1906 the famous Cripple Creek gold field yielded $14,253,000 worth of the precious yellow metal. That year all the State of Colorado yielded $23,210,629 in gold. The 1919 crop of tobacco in the 'Burley District' of Kentucky will bring $75,000,000, more than five times as much as the Cripple Creek gold field yielded in one of its bonanza years, and within $14,000,000 of as much as the value of all the gold mined in the United States in 1918."

A HOME-MADE HUMIDOR

Jacob Lippman, of Flatbush Avenue, Brooklyn, has had a humidor made according to his own design. The walls are constructed like those of a butcher's ice box with double walls. The door is filled with sawdust, and the interior is lined with tin. The floor is coated with tin covered with tar paper, on top of which is a layer of pressed brick. By wetting the bricks once a week the cigars keep in fine condition. The humidor is made with one glass side to give customers a view of the interior.

Time Means Money—So Does Floor Space

Corrugated Fibre Shipping Cases

FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

Save Time, Money and Floor Space

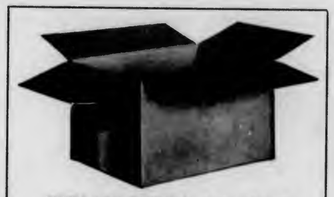
Your clerks can seal and tape corrugated fibre cases much more quickly than wooden ones. The saving in time is considerable. Make a test and satisfy yourself.

Our corrugated fibre shipping cases are just as strong and much lighter than wooden ones. This means money saved on transportation charges.

With the high rentals prevailing today every square foot of floor space means money. Corrugated fibre boxes reach you in flat bundles and can be stored that way until needed. They are easily and quickly set up. Wooden boxes waste time, money and use more help than necessary.

Corrugated Fibre Shipping Cases Cost Less Than Wooden Boxes

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

Ship the Modern Way With Corrugated Fibre Shipping Cases

If you are not already using them, tell us what you ship and how you ship it, and we will mail you sample box best fitted for your purposes, and show you **a big saving in costs.**

Investigate "the best corrugated fibre shipping cases" now, and write us, mentioning THE TOBACCO WORLD.

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

The GRAND OLD CHEW

is now packed in the Handy 10c. Vest Pocket Tin.

Convenient to carry and always insures a fresh chew.

Up-to-date dealers know the sales value of this new package and are cashing in on it.

P. LORILLARD CO. Est. 1760

LETTERS FROM THE STORE KID

(Continued from Page 11)

"You littel fule," sed Persy then. "Hussel rite back to the P O and get that rite back heer just as fast as your nock need skinnie littel legs will carrie you. I diddent want that maled."

I coodent see why he diddent want a packig maled that was all stampt and addresst and reddy to go but it diddent look to me like a good time to be asking enneigh qwestions. I just beet it. Gee, I hated to ask em too becaws that feller in the P O window sumtimes wood bite your hed off. I told him Ide maled the rong packig and he sed "You needent look so scared to deth about it. It aint blowed up or enneighthing yet." And he got it and gave it back to me and he kidded me about being a ivery doam and I was so bad that I never sed a word and Ile tel the world I aint that way offen, but this being the 3rd brake in one day got my gote, buleve me, Jim.

I had it all maid up what I wood say to Persy when I got back about having stuf all reddy to male and laying around there on the counter wating to go to the P O and then not meen it to go. It diddent look like very good bizness and I was going to say so. I was going to ask mister Persy how he got that way, getting the rong packig reddy to male and then jump on me becaws I happend to male it.

The only trubble was that when I went around where Persy was, there was the boss talking to him and I thought mebby Ide better not say enneighthing just that minnit. So I diddent ball out mister Persy but Ive had an aufel day and I hoap tomorrow will be sumthing different or ile give up being a bizness man and go into the moveys. Buleve me Ime tired tonite, Jim.

Your old pal,
BILL.

NEW OFFICES FOR THE AMERICAN SUMATRA TOBACCO COMPANY

As almost everyone knows, the American Sumatra Tobacco Company is the largest producer of shade-grown tobacco in the world. It is reported to intend the erection of a large main office at Hartford, Conn., at Grove and Commerce Streets.

All reports and statements of the company show a remarkably successful year, both as to the amount of business done and financial returns, and there are few if any groups of stockholders better contented.

CRESCENT COMPANY OF NEW ORLEANS BUYS BUILDING

The Crescent Cigar and Tobacco Company, of New Orleans, has purchased the building of which it has been a tenant for the past twelve years. This is the five-story building, 520-522 Poydras Street, corner of Commerce, measuring 40 by 105 feet. The price was $25,000. The property belonged to the Montgomery Estate. The Crescent Company started on South Peters Street, but was soon forced to find larger quarters, and it is constantly increasing its trade, a good reason for owning its own building.

LUCKY STRIKE
CIGARETTE

IT'S like this. Flavor is the thing that makes your cigarette enjoyable.

All right, then: Lucky Strike is the cigarette that gives you flavor. Because it's toasted.

Toasting! Flavor! Think of the appetizing flavor of a slice of fresh buttered toast.

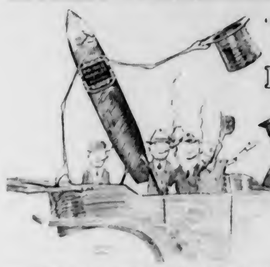
And—it's wonderful how toasting improves Burley tobacco.

Isn't that all plain common sense? Of course. Get the Lucky Strike cigarette for flavor. It's toasted.

? Are you a pipe smoker? Then try Lucky Strike tobacco—it's toasted.

Guaranteed by
The American Tobacco Co.
INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.



"On Tour!"

PRINCE HAMLET CIGARS

EVERYWHERE, steady cigar smokers are talking about *Prince Hamlet's* triumphal tour over the cigar store circuit. From city to city and town to town his fame has spread. Everywhere, *Prince Hamlet's* appearance has been the signal for an outburst of popular approval. Dealers, generally, are wild over his success. Don't fail to stock *Prince Hamlet* for *your* trade demands.

PRINCE HAMLET
2 for 25c.—15c.—25c.
Also 10c and 11c. sizes
The Well-Balanced Satisfying Smoke

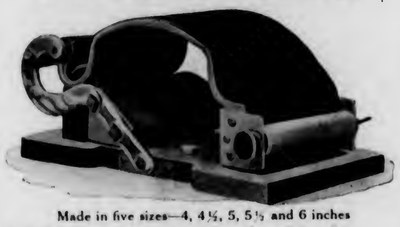
Our advertising has made this successful tour possible. Join up with our campaign.

BAYUK BROS. CO.
Manufacturers of the Famous "Mapacuba" Cigars
PHILADELPHIA
New York, 119 Lafayette Street
Phone, 3166 Franklin

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Tobacco Consumption

Washington, D. C.

TOBACCO consumption in 1790, the oldest year for which it can be estimated, appears to have been nearly 29,000,000 pounds in this country, according to the Department of Agriculture, which has just completed the compilation of figures showing the consumption of tobacco in the United States over a long period.

From 1839 to 1844 the year consumption is reckoned to have been over 60,000,000 pounds, and for five years of the decade 1845-1854 the average stood at over 71,000,000 pounds. In the entire decade 1865-1874 the yearly consumption of tobacco had increased to nearly 76,000,000 pounds.

Thereafter the increase was more marked. The average consumption of 1875-1884 was 219,000,000 pounds; of 1885-1894, 312,000,000 pounds; of 1895-1904, 401,000,000 pounds; and of 1905-1914, 588,000,000 pounds. The quantity of tobacco available for consumption, according to the process used, increased from 669,000,000 to 900,000,000 pounds from 1915 to 1916, and was 1,000,000,000 pounds in 1917, and 828,000,000 pounds in 1918. The average of the last two years is better for those years than the numbers mentioned, and this is 914,000,000 pounds. Prewar consumption was eight times the consumption of forty years before, and in the war years apparently ten times that quantity.

The computed per capita tobacco consumption in this country has been steadily gaining since 1865-1874. Before that time, back in 1839, it seems to have been 3.3 pounds. Following the Civil War the computed average is as low as 2 pounds, and this was followed by a climbing movement that reached 6.4 pounds in 1905-1914 and 8 pounds during the following four years. For domestic tobacco the per capita consumption grew from 1.8 pounds in 1865-1874 to 5.9 pounds in 1905-1914, and for foreign tobacco from 0.16 to 0.49 pounds.

C. L. L.

WANT PARCEL POST LIMITS INCREASED

Washington, D. C.

A resolution calling upon the Postmaster General to increase the weights and measurements that now form the limit for packages permitted transmission in the parcel post has been introduced in the House of Representatives by Congressman Randall, of California. The object of the resolution, declared the congressman, is to offset the effects of the railroad strike. It would be a permanent increase and would be put into effect with the consent of the Interstate Commerce Commission.

Representative Randall declares in his resolution that the present limit of weight and size of packages which may be sent by parcel post does not permit of the fullest use of that service for the distribution of the necessaries of life. The increased facilities would be of decided advantage in the movement of clothing and food and, in addition, would be of value to merchants generally.

C. L. L.

TREASURY DECLINES TO ENDORSE JACOWAY BILL

The Treasury Department has declined to endorse the bill recently introduced in the House by Congressman Jacoway, to permit the expenses of traveling salesmen for food and lodging while on the road to constitute an exemption in the making out of income tax returns and the payment of such taxes. In a letter to the Ways and Means Committee, Secretary Houston points out that the law specifically states that in computing net income no deduction shall be allowed in any case with respect to personal living or family expenses.

"It is obvious that expenses for meals and lodging are in the nature of personal or living expenses," the secretary says. "In my opinion, they frequently partake more of the character of personal expenses than business expenses. To allow traveling salesmen to deduct both personal credit and such expenses for meals and lodging would permit such taxpayers a double deduction."

He claims that the matter is one of a general character, involving a number of claims that might be made for expenses of a like nature, and does not think this particular feature should be considered without taking up the others.

Quite a number of letters and telegrams have been received by the individual members of Congress, asking them to support the Jacoway measure. The Treasury Department, on the other hand, does not take kindly to any suggestions that will take away any revenue at this time.

C. L. L.

LEAF TOBACCO AN EXPORT LEADER

Washington, D. C.

There are few single articles in the export trade of the United States that have a rank equal to that of leaf tobacco, according to a review of our foreign commerce in 1919, just issued by the Department of Commerce. Exports during 1919 amounted to 625,504,513 pounds, valued at $189,896,797. In no previous year have the exports reached so great an amount either in quantity or value. The quantity and value exceeded the figures for 1918 by 117 and 173 per cent., respectively. The previous record year in quantity of leaf tobacco exported was 1914, when 446,944,435 pounds, valued at $53,903,336, were exported.

In 1919, as well as in 1914, about 85 per cent. of the quantity exported went to Europe. During 1919 the United Kingdom took 276,853,745 pounds, as compared with 89,433,995 pounds during 1918 and 174,768,962 pounds during 1914.

The respective amounts taken by the other principal countries during 1919 and 1918 are as follows: France, 97,088,976 pounds and 73,372,601 pounds; Italy, 61,082,204 pounds and 38,540,529 pounds; Spain, 25,510,069 pounds and 17,536,192 pounds; and Canada, 23,282,916 pounds and 17,577,987 pounds.

C. L. L.

TANNENHOLZ BROS. IN NEW LOCATION

Tannenholz Brothers, whose former establishment at 69 West Thirty-eighth Street was recently burned out, have taken a lease at the northwest corner of Sixth Avenue and Thirty-eighth Street, a more desirable location than their former one. They will occupy these premises on May 1.

WDC TRADE MARK

Do You Get "The Pipe Organ"?

Every month it plays that popular melody "Bigger Business for The Tobacco Shop." "The Pipe Organ" is an interesting little journal full of timely talks about things the tobacco merchant likes to know.

It's yours for the asking, without charge or obligation.

WDC Pipes Keep Your Trade Happy

Every W D C Pipe you sell adds one more smoker to the list of customers that stick to your shop.

Keep W D C Pipes where your trade can see them.

Or, if you are not yet carrying this profitable line, get in touch with your jobber.

The W D C is the quickest selling, stay-sold, sort of pipe you ever handled.

WM. DEMUTH & CO., NEW YORK
World's Largest Pipe Manufacturers

There's a W D C Pipe of a shape to suit the taste of every man.

EXCLUSIVE PROCESS

....UNION MADE....

PATTERSON BROS. TOBACCO CO., TR.

RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,

LIMA, O.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

CIGAR AND TOBACCO MANUFACTURERS AND DEALERS PROTEST AGAINST ADVERTISING TAX

CONGRESS will not consider at the present session the bill recently introduced in the House of Representatives, contemplating a ten per cent. tax on advertising. This prediction is based on statements made by the leading members of the House who, in common with all of their colleagues, have found their mail full of letters protesting against the adoption of the bill.

"The demand for such a law," said Republican Floor Leader Mondell, "comes from the fact that in their effort to escape the payment of income and profits taxes many business men have been spending almost unlimited sums in advertising. Advertising under the tax laws is a legitimate item of expense and these men are taking advantage of the opportunity to 'invest' the money that would otherwise go to the Government in publicity that will build up well for the future.

"The objection to the bill is that it would not only lay a very heavy burden on the tax-dodging advertising, but would lay an equally heavy burden on legitimate advertising. Such a condition would be undesirable. I have not given the matter particular thought until now, because it has only recently been called to my attention. Off hand, I can see no probability of Congress taking any such action as contemplated by this bill."

"The Thompson bill, if enacted into law," said Congressman Henry T. Rainey, of Illinois, ranking Democratic member of the House Ways and Means Committee in the absence of Congressman Claude Kitchen, "would have the effect of stilting commercial progress. It is impossible to imagine at the present time resorting to a tax of that kind for the purpose of raising revenue."

—C. L. L.

NEW FACTORIES AT RICHMOND

The announcement is made that the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., will establish an immense cigarette factory in Richmond, Va., in addition to their numerous other factories.

The site, which was acquired several years ago, covers almost the entire block at Twelfth and Byrd Streets, having already upon it a leaf handling plant of the company. The company has acquired the entire adjoining block, known as the Old Dominion Warehouse Company, extending from Tenth Street westward to Eleventh Street, and southward to the river, separated from the Twelfth Street block by a narrow street. With other projected developments by the Allen & Ginter branch of Liggett & Myers, Richmond, Va., promises to become the greatest cigarette manufacturing center in the world.

"FIRST ROMAN" CIGARS BOOMING IN THE SOUTH

The Rockfall Cigar Company, 624 E. Thirteenth Street, New York City, have announced that W. G. Patterson Cigar Company, of Birmingham, Alabama, have taken on the distribution of the "First Roman" cigars for the territory including Georgia, Alabama, North Carolina and South Carolina. With their very large and efficient selling force, they will give the "First Roman" brand, which is a full Havana, Sumatra wrapped cigar, a very big distribution.

INTERNAL REVENUE REPORT FOR FEBRUARY, 1920

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1920. Figures for February, 1920, are subject to revision until published in the annual report:

Products		*February, 1919*	*February, 1920*
Cigars (large):			
Class A,	No.	74,763,560	138,897,555
Class B,	No.	247,296,858	202,510,343
Class C,	No.	150,973,532	238,645,677
Class D,	No.	1,459,590	9,422,942
Class E,	No.	1,836,407	4,355,683
Total,		476,329,947	593,832,200
Cigars (small),	No.	60,138,630	43,358,500
Cigarettes (large),	No.	1,990,425	2,246,131
Cigarettes (small),	No.	3,126,274,662	3,536,117,847
Snuff, manufactured	lbs.	2,585,926	3,502,477
Tobacco, manufactured	lbs.	27,472,269	31,531,460
Playing cards,	packs	2,527,080	3,150,768

Porto Rico.

Tax-paid tobacco products from Porto Rico for the month of January:

Products		*January, 1919*	*January, 1920*
Cigars (large):			
Class A,	No.	5,350	6,442,400
Class B,	No.	2,001,250	4,168,500
Class C,	No.	3,293,615	7,353,900
Class D,	No.	.....	163,000
Total,		5,300,215	18,127,800
Cigars (small),	No.	———	1,000,000

Tax-paid tobacco products from the Philippine Islands for the month of January:

Products		*January, 1919*	*January, 1920*
Cigars (large):			
Total,		476,329,947	593,832,200
Class A,	No.	1,680,700	14,984,620
Class B,	No.	19,335,470	4,874,407
Class C,	No.	760,285	1,924,006
Class D,	No.	.....	50
Total,		21,776,455	21,783,083
Cigarettes (small),	No.	518,029	562,340
Tobacco, manufactured	lbs.	1	.....

The second and third internal revenue districts of New York have been combined to form the new second district, in charge of Collector Edwards of the old second district. All matters heretofore transacted with the office of the third district should be taken up at the office of the second district, Room 636, Customs House.

Ten delegates have been named by the American Chamber of Commerce of China for the seventh national foreign trade convention, which will be held at San Francisco, May 12-15, under the auspices of the National Foreign Trade Council, the chairman of which is James A. Farrell, president of the United States Steel Corporation.

The OWL Brand
With the Brown Band

Old Mississippi talks

"YOU all know we have the greatest cotton producing region in the world. We reckon pretty strong on our sugar cane and lumber, too. And then, my friends, we've got one other thing you've *all* got—that's the Owl Cigar."

Smokers everywhere have grown to count on Owl Cigars, because their fragrance and mellowness are always the same. A $3,000,000 leaf reserve enables us to make sure that all tobacco which goes into Owl is aged from one to two years.

Try an Owl—the Owl Brand with the Brown Band.

DEALERS: If your distributor does not sell the Owl Cigar, write us:

General Cigar Co., INC.

DEPENDABLE CIGARS

119 West 40th Street, New York City

OWL 8c
2 for 15c
50 in box, $3.50

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
DETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

CARROLL S. BARTRAM DEAD

ON April 11th, death laid its hand on Carroll S. Bartram, veteran editor and publisher of the "Cigar and Tobacco Journal," of Minneapolis. The end came at White Bear Lake, Minn., where Mr. Bartram had been confined to his bed for a number of weeks with a complication of ills that proved fatal to the man on the verge of the allotted three score and ten.

In the passing of Carroll S. Bartram the industry in general and the trade of the Northwest in particular, lose a staunch defender. No publisher was more alert to the evils in the trade, and a clipping dealing with that subject seldom escaped some line of comment in his journal.

More recently he was obsessed with the idea that the tobacco trade papers were not devoting enough space to combatting the anti-tobacco propaganda. Many friendly communications passed between Mr. Bartram and the editor of this publication on this subject.

While we did not know Mr. Bartram personally, we credited him with a happy sense of humor. On one or two occasions after an article had appeared in our journal suggesting that the trade look to its fences in regard to the anti-tobacco situation, the article in question would come back from him, addressed to the editor with a note such as this pencilled across the corner of the page, "Did you know this got in your paper?" or "At Last—Congratulations."

It is to be regretted that Mr. Bartram could not have lived to read the letter dealing with this subject sent out during the past week by President Eisenlohr of the T. M. A.

Surely the trade has lost a good friend in the passing of Carroll S. Bartram.

1920 CROP OF FRENCH-GROWN TOBACCO

Information has been received from the Director of Agriculture for the Department of Charente-Inferieure, France, that tobacco culture will be undertaken in the Department and that a certain amount is expected to be raised in 1920.

The recently announced high prices to be paid by the Government for leaf tobacco is the incentive to cultivators for its production.

Translated from the French figures the prices are as follows, approximately, for one hundred pounds: 1920 Light tobaccos, grade first, $39; grade second, $34; grade third, $30; grade fourth, $27; grade fifth, $20. Strong tobaccos, grade first, $37; grade second, $32; grade third, $27; grade fourth, $26; grade fifth, $17. These prices, except in the lower grades, average about 25 per cent. advance on the 1919 prices.

The increase in augmentation between higher and lower grades has been made to encourage attention to quality. Before the war growers received only from 50 to 150 francs per hundred kilos ($10 to $30 for 220 pounds) and the larger returns guaranteed should greatly stimulate the national production of tobacco.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing Commissioner of Patents, Washington, D. C., and enclosing 10 cents for each patent wanted. In ordering, give patent number only.]

No. 1,336,228. TOBACCO TIN OR BOX. Jacob M. Heasley, Pittsburgh, Pa., patentee.

A patent for a container provided with a hinged cover, a tongue depending from the side of said cover opposite the hinge point, the container being provided with a slot adapted to receive the tongue, and also provided with an opening below said slot through the tongue can be bent upwardly within the box to permanently lock the cover in closed position.

No. 1,336,233. TOBACCO PIPE. James W. Ivory, Philadelphia, Pa., patentee.

This patent is awarded for a tobacco pipe consisting of a plurality of upright bowls, a communicating stem adapted to connect the bowls, a main stem extending from the bowl intermediate of said stems, and a closing stopper common to said bowls applicable to either bowl adapted to be fitted to the top of either bowl and exclude air from the latter.

No. 1,328,516. CIGAR LIGHTER. Maurice A. Hemsing, Davenport, Ia., patentee. Patent assigned to Davenport Manufacturing Company, Davenport, Ia.

A cigar lighter with a suitably mounted standard, provided at its upper end with an electric terminal, and a lamp mounted, rockingly, and provided with a wick-tube in proximity with the terminal; a spring-controlled bar operatively connected with said lamp and provided with a circuit-closing member; a wire terminal supported in the path of the circuit-closing member.

No. 1,336,393. TOBACCO PIPE. Louis Suedmeyer, St. Louis, Mo., patentee.

Patent for the combination of a pipe having a bowl and a solid bored stem with a connecting draft passage between them, of a purifier insertable endwise in the stem, having a plurality of open-topped, circular smoke-whirling pockets, to one of which said draft passage delivers, and off-centered alternately-staggered passages connecting the pockets.

No. 1,336,724. CIGAR-TIP CUTTER. Charles Berberich, Waterbury, Conn., patentee.

The combination of a cylindrical sleeve, a band mounted at one end of the sleeve, a cylindrical jacket, a second band secured to the inner face of the packet intermediate the ends thereof, and having a cutting edge, the cylindrical sleeve telescoping within the second band and formed at its lower end with an outstanding annular flange engaging the interier wall of the jacket.

At a recent meeting of the Board of Governors of the Tobacco Association of the United States at Richmond, Va., July 13, was suggested for the opening of the South Carolina 1920 markets; August 17, for Eastern North Carolina brights and September 1, for the Virginia and North Carolina "Old Belt."

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY"
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.S. Gravely Tobacco Co. Danville, Va.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

INESON'S CIGARS:—41,688. For cigars. April 1, 1920. F. M. Howell & Co., Elmira, N. Y.

BESPEAR:—41,689. For all tobacco products. December 30, 1919. American Lithographic Co., New York City.

BOGARDORA:—41,691. For cigars. March 1, 1920. Ehe W. Haas, New York City.

ELISHA KANE:—41,693. For all tobacco products. April 6, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

OUR BUDDY:—41,698. For cigars. February 17, 1920. Red Cross Institute for the Blind, Baltimore, Md.

VENIZELOS:—41,699. For cigarette paper. April 9, 1920. Nicholas E. Marcoglou, New York City.

VENIZ[illegible]:—41,702. For pipes and smokers' articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

DANTE:—41,703. For pipes and smokers' articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

PAOLA:—41,704. For pipes and smokers' articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

RIALTO:—41,705. For pipes and smokers articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

STALWART:—41,706. For pipes and smokers' articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

RIVOLI:—41,707. For pipes and smokers articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

CORSICA:—41,708. For pipes and smokers' articles. April 10, 1920. Metropolitan Tobacco Co., New York City.

R-U-ON:—41,709. For cigars, cigarettes and tobacco. September 9, 1918. Louis Simon, New York City.

TRANSFERS

THOMAS FRANCIS:—33,723 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered December 6, 1907, by Schmutt Co., New York City. By various transfers acquired by The Moehle Litho. Co., Brooklyn, N. Y., and re-transferred to Krost Cigar Co., Chicago, Ill., March 31, 1920.

ERDENHEIM:—40,372 (T. M. A.). For cigars. September 5, 1917, by W. H. Doyle & Co., Quakertown, Pa. Transferred to Erdenheim Cigar Co., Quakertown, Pa., March 30, 1920.

THE WAG:—40,726 (T. M. A.). For cigars. Registered June 8, 1919, by L. P. Kimmig, Jr., Quakertown, Pa. Transferred to Erdenheim Cigar Co., Quakertown, Pa., March 30, 1920.

TOHICKON:—40,334 (T. M. A.). For cigars. Registered July 26, 1917, by Wm. H. Doyle & Co., Quakertown, Bucks Co., Pa. Transferred to Erdenheim Cigar Co., Quakertown, Pa., March 30, 1920.

EL FRANKO:—7203 (Tobacco Leaf). For cigars. Registered February 1, 1893, by F. Teller & Co., Phila., Pa. Transferred to L. P. Kimmig, Jr., Quakertown, Pa., August 8, 1918, and re-transferred to Erdenheim Cigar Co., Quakertown, Pa., March 30, 1920.

JOHN BALDWIN:—36,354 (U. R. B.). For cigars, cigarettes and tobacco. Registered February 15, 1911, by Geo. Schlegel, New York City. Transferred to A. C. Henschel & Co., Chicago, Ill., April 5, 1920.

PINEHURST:—30,720 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered September 22, 1905, by L. E. Neuman & Co., New York City. Transferred to Lang Cigar Co., Greensboro, N. C., March 29, 1920.

PROVANA:—16,593 (Patent Office). For cigars. Registered October 1, 1912, by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo. Transferred to E. R. Miller, Webb City, Mo., April 3, 1920.

EL SINO:—23,255 (Tobacco World). For cigars. Registerd November 1, 1911, by Petre, Schmidt & Bergmann, New York City. By various transfers acquired by L. P. Kimmig, Jr., Quakertown, Pa., and re-transferred to Erdenheim Cigar Co., Quakertown, Pa., April 5, 1920.

JAG:—23,186 (Tobacco Leaf). For cigars, cigarettes and all kinds of tobacco. Registered April 21, 1902, by The Haserot Co., Cleveland, Ohio. By various transfers acquired by L. P. Kimmig, Jr., Quakertown, Pa., and re-transferred to Erdenheim Cigar Co., Quakertown, Pa., April 5, 1920.

HOW OLD IS A PIPE?

William Demuth & Company's "Pipe Organ" says that before Sir Walter Raleigh introduced tobacco into Europe in 1615, in 1276 a Spanish writer said "Whoever smokes sweet lavender feels active, ardent and vigorous." Fine pipes have been dug up in Spanish Roman settlements.

About the best smoking tobacco substitute a little Philadelphia boy found in 1865, after promising his dear teacher not to smoke tobacco, was dried grapevine leaves mixed with Ceylon cinnamon, not powdered but broken fine. If you want to try the cinnamon flavor, be sure to get Ceylon. By the way, the little boy mixed in *just a trifle* of "Lone Jack" from dad's box.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN N.Y.
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
210 Eleventh Ave. New York City

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
Telephone, Beekman 9054 17 Rose St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
17 Rose Street, New York
Telephone, Beekman 9054

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 10

The TOBACCO WORLD

MAY 15, 1920

LIBRARY RECEIVED MAY 19 1920 U. S. Department of Agriculture

The Best is the Cheapest

AND how truly this applies in the cigar manufacturing industry. The best workmen do better work with less waste. The best tobaccos properly blended tell their own story of merit.

When you put out a well dressed package there is no need to explain to the jobber, dealer or smoker. The distinguishing mark of better cigars is on the package.

Our service department is ready at all times to offer suggestions and submit ideas to interested cigar manufacturers.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York
United States and Canadian Representative

National Cash Registers are sold in every civilized country in the world

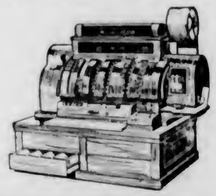
THERE is an office of The National Cash Register Company in every principal city in the world.

No matter where a merchant is located, or what kind of business he is in; no matter what language he speaks, or what money he handles, he can quickly get the help of an up-to-date National Cash Register.

It has taken 35 years of the hardest kind of work and study to build up this world-wide selling and service organization.

The success of this organization, and of the great factory at Dayton, Ohio, is proof that up-to-date National Cash Registers provide the safest, quickest, and most satisfactory system for stores of all kinds everywhere.

The National Cash Register Company, Dayton, Ohio
Offices in all the principal cities of the world



John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
CIGAR

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

I. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
WAX MILLER, 138 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
232 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

POSITIONS WANTED

WANTED POSITION AS FOREMAN IN city or country. Have all around experience and executive ability. J. J. Spitz, 1076 Faile Street, Bronx, New York.

SUPERINTENDENT AND MANAGER OF UNUSUAL ABILITY, THOROUGHLY PRACTICAL IN ALL DETAILS OF MANUFACTURING, IS OPEN FOR POSITION IN NEW YORK OR PHILADELPHIA. Address Eastern, Box A-206, care of "Tobacco World."

WANTED—A SALESMAN COVERING PHILADELPHIA, Eastern Pennsylvania or Western New Jersey, to handle a profitable sideline. No samples required. Liberal commission. State territory covered, etc., and arrange for appointment. Replies confidential. Address Sideline, Box A-205, care of "Tobacco World."

The Tobacco World

Established 1881

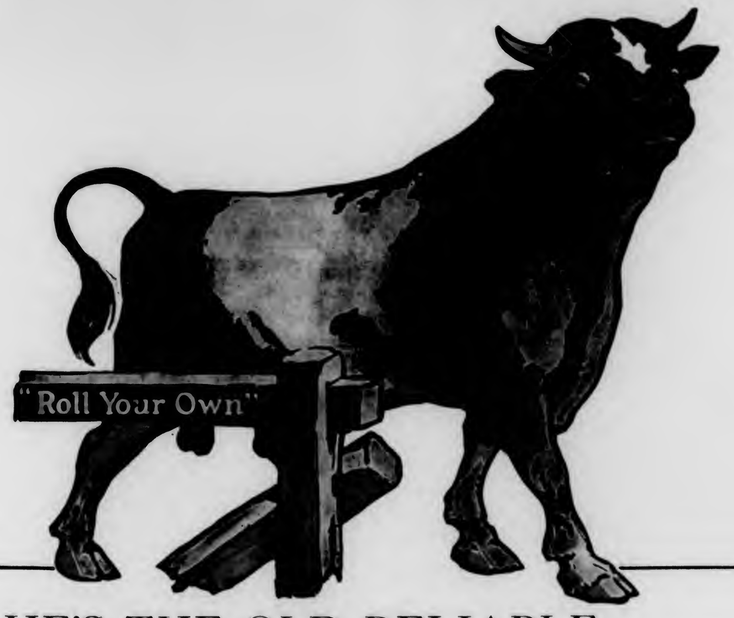
Volume 40 May 15, 1920 No 10

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.



HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO

10c

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

TRADE C.P.F. MARK
ESTABLISHED 1851

THE ITALIA pipe will put pep into your pipe sales which will make you wish you had featured it long ago. We make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.

KAUFMANN BROS. & BONDY
The Oldest Pipe House in America
33 E. 17th Street New York, N. Y.

ITALIA
SEASONED ITALIAN BRIAR ROOT
STERLING SILVER BANDS + SOLID VULCANITE MOUTHPIECES

Wolverine
BUNCH BREAKERS

"From Two to Three Dollars Per Thousand, Saved on Binders Alone," says one user.

THEY WILL DO THE SAME FOR YOU

Let us send you one of our bunch breakers by prepaid express ON THIRTY DAYS FREE TRIAL.

Write for One Today

The Price is Twenty-five Dollars ($25.00)

West Michigan Machine & Tool Co.

Grand Rapids - - Michigan

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5519 Spruce St., Phila., Pa.
Phone, Belmont 5846

44 Cigar Co., Inc. Philadelphia

Volume 40

THE TOBACCO WORLD

Established 1881

Number 10

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, May 15, 1920 Foreign $3.50

BUSINESS BUILDING

By a trained Business man and advertiser
Written especially for The Tobacco World

by A. E. Pharo

All rights reserved

WE all admire your advertising, Mr. Manufacturer. It's fine! And little wonder! A recent issue of one of the high-grade advertising journals stated that one of you ordered a first-class artist to plan and paint twelve pictures for your magazine advertising, for which you paid him one thousand simoleons per picture.

And they were worth the money. They attracted the attention, developed the interest and excited the admiration of thousands whose consciousness would never have re-acted to ordinary illustration.

You again proved the truth of the old story that "the best is the cheapest."

But it is the idea of a modest and unassuming advertising man that if you would stress the dealers a little more it would also strengthen your advertising. In other words, can't you sort of make the dealers an advertising center? Get the public interested in asking the dealers, and get the dealers interested in your advertisements and in pushing your goods.

In the aggregate the dealer is a man of great influence. If he feels that you are trying to send trade to him by praiseworthy words he is prone to respond with friendly interest, and he gives expression to this interest by influencing people to buy your goods in the hundred subtle ways which every dealer knows.

THE evolution of business is what they call it. It is evoluting in many ways, and the changes are great. One of the most striking changes which should interest every retail cigar salesman is that the most successful retailers today in all lines go on the principle that a nimble dime is more profitable than a slow dollar.

Formerly merchants favored those goods which paid large profits without much regard to their slow or rapid sales. Today they handle and push quick-selling goods, even at a small profit, because they pay better than slow-sellers at large profits.

BUSINESS is in danger. All business. Your business. Thinking men, wise men, big men and careful men are saying so. They say things must change, or there will be a slam, and everybody will get theirs.

The only way to prevent this business slam, they say, is for people to regain their common sense, and it is the duty of everybody to help in this good work.

The cigar dealers have a wonderful influence. This is no taffy, but the solid truth. Men meet in their place for social converse, and talk flows back and forth. The dealer joins in the talk, and hundreds of thousands of folk hear him every day.

Won't you help to bring sanity, to prevent this business slam? You can do it by advocating the homely virtues which will bring peace to the world. When a man talks about "rights" just you quietly talk about "duties." When he talks about the "sacred right of striking," do you talk about the "sacred right of working when he wants to work." When he talks about "blowing in the coin," then explain what a good thing it is to accumulate a bank account to buy a business or purchase a home.

Common sense talk by people of influence will offset the rantings of the blatherskites, and help bring our world to order and sanity, which are absolutely essential to our prosperity. Go to it in your talk.

ONE day a merchant failed in business. He was a hustler, and folks did not understand the cause. But when the receiver got down to his work he unearthed the reason quickly.

The merchant believed in close buying, so he could get quantity prices, and thus realize large profits. He worked his belief so hard that it took possession of his judgment. When buying, instead of ordering a reasonable quantity, he would dicker down the price conditioned on a large order, and then he would buy sufficient of the one article to last him a long, long time.

The result was that he soon had most of his capital locked up in large quantities of a few kinds of

goods. He could not pay promptly; his credit became impaired; he could not purchase the many other kinds of goods he desired—and he busted.

More and more the tendency of the times tends to purchase small quantities and purchase often. This enables a man to keep a large assortment, and also to have a bank balance for the prompt payment of bills.

IT'S OUR TREAT." These are the opening words of a circular letter sent to a friend of mine who is advertising manager in a large establishment. The letter comes from Tampa, Florida. It is a long letter, telling what good cigars they make, how they have pleased customers all over the country, and how they will never be happy until my friend is numbered among them.

The circular letter has a postal card enclosed all printed up, ordering a sample box, with the understanding that my friend can smoke three of the cigars, and if they do not put him into the Land of a Thousand Delights he can send back the box and need not pay for the three cigars.

A circular like this from a distant point always makes me think thoughts. I almost say—drat the fellow for trying to swipe the trade of the home dealer. But then I reflect that he has a right to go after orders, and is to be commended for his enterprise.

But why not take a pointer from him?

You have quite a number of prosperous people in your town and locality. Why not go after them in the same way. By mail. For their box trade.

A good cigar, skill, tact, perseverance, will turn the trick. If you want a further suggestion write to the Business Building department.

HE Changed with the World. There is a cigar dealer in Philadelphia who pats himself on the back and smiles and smiles. 'Cause why? 'Cause he's in business, and doing very well, thank you.

He had a good trade and thought he was fixed for life, but gradually it began to dawn on him that business with him was getting duller and duller, and his profits smaller and smaller. He didn't quietly sit still and take his bitter medicine, as a good many dealers would do.

Instead, he read a Sherlock Holmes book and investigated. He found that because of the opening of one or two new streets near him and the building of new factories the character of the people who passed his store had changed from people who smoked to folks who did not smoke.

After more investigation he found the current of people favorable to his goods, and he moved. Success followed, and he is doing better than ever.

Eternal vigilance is the price of success these changing days, and a man sure wants to keep his eyes open all the time.

GREAT GATHERING FOR CONVENTION

Indications point to the convention of the Tobacco Merchants' Association, to be held in Washington May 19th and 20th, being the largest and most representative gathering of the trade and allied businesses in the history of the industry.

Already nearly four hundred acceptances have reached the offices of the secretary at 5 Beekman Street, New York. Additional requests for reservations are coming in hourly.

That the trade is thoroughly aroused to the importance of this gathering is indicated by the many allied branches of the industry which will have representation.

Special Pullmans will be attached to the Congressional Limited, leaving New York at 3.27 P. M., on May 18th, and reservations to fill two cars have already been filed. Stops will be made at West Philadelphia and Baltimore.

CIGAR LEAF ASSOCIATION CONVENTION

The convention of the National Cigar Leaf Tobacco Association at Dayton, Ohio, will be held on Monday and Tuesday, May 24th and 25th. So far as present indications are concerned, there will be a large delegation from the eastern section. The Leaf Tobacco Board of Trade of the City of New York will be represented by the following business houses: Goldsmith & Block; Cullman Brothers; Rose & Wobbe; Wm. S. Brill & Son; Froend & Company; H. Duys & Company; Stern, Mendelsohn Company; J. Rosenberg & Company; A. Hussey Leaf Tobacco Company; E. Rosenwald & Brother; and several individual brokers.

KAERCHER NEW CHICAGO LEAF HEAD

At the recent meeting of the Chicago Leaf Tobacco Association A. W. Kaercher was elected president for the ensuing year, following the firm refusal of "Uncle Billy" Taussig to stand for re-election. Emil Wedeles was elected vice-president; John M. Meyer, treasurer; and G. F. Schnath, secretary.

Delegates to the convention of the National Cigar Leaf Tobacco Association to be held in Dayton, Ohio, May 24th and 25th, are to be A. W. Kaercher and Joseph Wedeles with C. Fred Meyer and William Taussig, alternates.

MATTHEW WEST BERRIMAN

Matthew W. Berriman, of the firm of Berriman Brothers, and one of the widely known cigar manufacturers of Tampa, died recently while enroute from Chicago to Tampa. Mr. Berriman had been in failing health for many months. In fact, he never fully recovered from the shock occasioned by the death of his only son on the battlefields of France.

The Cigar Manufacturers' Association of Tampa passed a resolution of sympathy and caused the same to be sent to Mrs. Berriman and the press.

The deceased is survived by a widow and one daughter, and one brother.

Reasons For the High Prices Prevailing on Cigar Box Lumber

By STANLEY S. SHEIP, (Vice-President and Treasurer of Jerome Sheip, Inc.)

COMPARATIVE COSTS

	1916.	1920.	Increase.
Price of veneered lumber, f. o. b. mill,	$20.00	$60.00	200%
Logs,	9.00	45.00	400%
Common labor (mill),	1.25	3.50	180%
Veneer logs,	90.00	250.00	180%
Glue,	.06	.20	233%

INASMUCH as the South is a long distance from the northern markets and perhaps the same conditions do not prevail there as they do here, the writer thinks it is due to the trade in general that some explanation of the present high prices of cigar box lumber, and the outlook for the future, be made public.

Within the past three months prices to the consumer of cigar box lumber have almost doubled and this is due primarily to the increased cost of logs.

The lumber manufacturer, whether cigar box or plain lumber, has for a year and a half been facing a steadily decreasing supply of raw material. Of course, that is not at all unusual in the lumber business as it has been recognized for many years that our forests are being depleted at a very rapid rate and the most easily accessible timber has been almost entirely used up.

There is still a great quantity of forest growth but so located that in the past it has been considered practically inaccessible except after very expensive engineering work. This is the wood we must look to in the near future, in fact we are getting some of it out now. At the same time we are compelled to get after the less accessible timber. Labor here as elsewhere is becoming less efficient and less willing to do a day's work. In our own timber operations on Mobile River we consider ourselves fortunate if we can average four days a week.

But to complicate all the above difficulties the thing that has driven the price of lumber up more than anything else, besides the unusual demand, has been the fact that we have faced a year and half of unprecedented rain. Month after month we have said that the law of averages would begin to wear and that it could not last much longer, but still the rain has continued. We have not seen the reports for the past year, but we would guess that last year the rainfall was twenty inches above the normal in this section of the country.

To explain how this effects us, practically all gum grows in low places that do not very readily dry. In favorable weather it can be logged very cheaply, but in unfavorable weather the cost of getting it out can be easily doubled or quadrupled.

At first the mills held off and waited for favorable weather to begin, believing that surely they would be able to make up time when the bright weather began, but the bright weather never did come and they began to bid up prices for logs in order to induce the men to go into the woods.

It takes a great deal of money to persuade a man to go in and work in water up to his knees.

It takes more to induce the contractor to go in and tear the road to pieces in heavy, wet weather, when he knows that the dry weather will make them into hard ruts and make his woods practically unworkable.

It takes a great deal to induce a man to go and cut his stumps twelve to sixteen feet from the ground, thereby losing the best part of his log.

All these things we have been forced to do, with the result that logs which sold for from $12 to $13 in the early part of 1919 and $20 in January, 1920, are now selling for $45, with very few in sight at that.

The mills in Memphis and on the Mississippi River are even in a worse fix than we are. They have been out of logs so continuously for the last year and a half that they are offering almost any price to keep running. Their own lands are all under water. They are coming to the vicinity of Mobile and going also into Mississippi and offering unheard of prices that will make the logs that we are using here for about $45, around $75 to $100 at Memphis.

As to the log situation we can only say that the longer it rains the higher logs will go in price and if it keeps on raining we would not be in a position to predict where the price of logs will go.

The prices we are now paying for logs represents a perfectly absurd profit to those who are able to get their logs easily. The history of the lumber business is that once a figure has been set for the raw material it is difficult to bid it down to a rational figure, especially in view of the fact that even with normal production the supply is none too great for the demand. We, however, are going to do our best to get logs back where they belong and if we are able to do so we will certainly share that benefit with the customer.

This much for the chief difference. While our other costs have not gone up to the extent that logs have, still they are well within range of the increased prices elsewhere and on these in the near future, we are informed that we will have to look forward to increases in almost every line.

We append a table showing our comparative costs for April, 1916, and April, 1920, to give you an idea of how the factors that compose about 80 per cent. of our products have gone up and from this you will see that the price we are asking of the consumer is not at all out of line with the increased cost of production. As far as prices are concerned we do not think that cigar box lumber prices have increased in keeping with the prices of other hardwood lumber.

We believe that we could have made more money out of our logs if we had been in the general lumber business. During 1919 we know that we could have, because we were cutting some of the finest timber that ever grew in the swamps and not making a living out

of it, when gum lumber was selling around $75 to $80 per thousand for No. 1 common.

As to the immediate future we see no prospects that the quantity of cigar box lumber being turned out will materially increase, at least not cigar box lumber made from gum. We are now facing a lot of dissatisfied men in the woods whom the high prices of logs have permitted to make from $10 to $12 per day and over, for common labor. We have been paying these men $3 per day and board and they have now organized and tell us they want $7 per day and board with a possible eight hours work instead of ten. This Bolshevist spirit never caused an increase of production, either in Russia or the United States, and that is the reason why we think the prospects are decidedly blue for increased production or lower cost of lumber.

Making Bigger Profits

By LESTER G. HERBERT

WITHOUT legitimate profits, no business can stay on the map or continue to improve the service which it gives to the public.

Strange to say, few men who are in business for themselves give the matter of *ultimate profits* the attention which they should; and even if they are alive to the importance of profits themselves, they are most likely to be exceedingly silent on the subject with their employees.

Perhaps their course of reasoning is, that if the employees know too much about the business they will talk on the outside, or will want larger wages, or be less enthusiastic in some particular. As a matter of fact, intelligent co-operation on the part of employees is only possible when they have a fair understanding of the situation as it really exists.

Many a set of strikers today, of men who have walked out and who have made demands of various kinds, have done so in the honest belief that the business which employed them *could afford* to do better by them. Quite as often as not they were mistaken, and this is where a fair understanding would have prevented unrest.

Profits come from various sources. The *first* profit is made when the goods are rightly bought. Some men are lazy in their buying. They order from a pleasant salesman; from the house they have always dealt with; from a catalogue; or by telephone.

Now it is true that it is absolutely necessary to deal with reliable and well-known people, but in the present condition of business affairs, it is of greatest importance to *know the market, to know prices, and to know goods.*

Take time for a comparison, for tests, and for inquiries as to what there is available. Some retailers never leave their own places of business; others make annual pilgrimages to buying centers—and find it immensely profitable to do so. The first one thinks it is too much expense, but he pays the bill just the same when the traveling salesman comes to him.

The *second* profit is made when the discount is taken on the bill of goods. The wholesaler or the manufacturer *can afford* to make a closer price to the man who gives him his cash quickly so that he can use it again and again. If money isn't on hand to pay these bills, it is better policy to borrow it at the bank at six per cent. than to let bills mature and go over time.

This is good business, anyway, for if you pay six per cent per annum to the bank and make that same money pay you thirty per cent. in discounts, you have made a clear profit of twenty-four per cent. on money you don't own.

The *third* profit is made by quick turnover. This is truer than most people realize. You buy a bill of goods and mark them at a fair per cent. of profit. Of course, you have got to make a profit above invoice cost and overhead on each sale. Just the same, you can't begin to collect your own profit until you have taken in money enough to pay the jobber's bill and the overhead expense. That is to say, *you can't figure on a penny of profit for yourself until all of the goods and all of the expense of selling them have been cleared.*

So it is only on the last end of the batch of goods that you come in, and the quicker you get to the last end, the quicker you will make a profit. You won't until you do. This is the crux of the whole matter of turnover.

If you are slow selling the goods, the interest on the money will eat up the profit and there will not be any. Many a man has thought he was getting a profit for himself on every dollar's worth of goods he sold. This is true in theory, but in actual practice he doesn't get any profit until his outstanding obligations are met. The man who pays no attention to turnover, is always going to be hard up for ready cash, and he is going to wonder why he doesn't get ahead in the world like some other men who seem to have no better show than he has.

The fourth profit is made by proper pricing. Many a man has gone gaily on from year to year thinking that he was making a good profit on his sales, when he was actually losing or barely breaking even. When you come to pay your income tax or figure your profits on your year's business, you reckon the percentage on the *amount of the sales* and not on the cost of the goods. This is where many a man loses out.

There is a big difference in whether you figure a ten per cent. profit as ten cents on an article that costs a dollar, or a ten per cent. profit on the selling price of that article.

For example, if it costs 25 per cent. for overhead expense, and you want to make 10 per cent. profit, you will have to get an advance of 35 per cent. on your cost. That is to say, that the selling price will be 100 per

(Continued on Page 20)

Deer Jim. I alwys thought drummers was a nusance. I notis that when I go and tel the boss theres a drummer to see him he acts as if he wisht the feller mite choak to deth.

So when a man cum in this morning and set a big sampel case on the flore and askt me "Is the propritor in?" I suppozed he was a traveling sailsmun and wanted to sel the boss sumthing and the boss woodent want to see him, so I sed the boss was bizzy and codent see enneighboddy.

"How long is he going to be bizzy?" the feller askt me and I sed I gesst all the forenune. And the feller stood and lookt at me as if he was wundering what to do next and then he sed, "Young man, you look like an intellijent kidd. Dont you kno better than to think Ide buleve that. Run along and say to the boss that Mister Izik Jonson is heer to see him with his new line of havanna goods and taik my word for it he wont be too bizzy to see me."

"Qwit your kidding" I sed. "I dont dare to but into the offis when the boss is bizzy. Ide get fired."

Just then the boss cum out and I thought Ide probably get fired without butting in at all but I gess this must be my lucky day. The boss diddent say enneighthing to me just walkt over to where he saw Izik and held out his hand and sed "Gosh Ike Ime glad youve cum. Ive bin havving the darndest time trying to get your line from a jobber. Bill bring mister Jonsons sampel case into the offis."

Now what do you think of that? I gess Ive had the rong doap on this drummer stuf. I must of got it at the mooveys. I can see that a cigar store man ought to be glad to see a man whoze cum a long way to show him new things and explane that theyer going to sel. I was talking to Spike about what a brake Ide maid and he sed did I kno old Mosstop, the feller whoze got a dinkie littel store down on Pike strete, and I sed yes, the old geezer woodent let me hav enneigh Kleopatra cigarets the day that Bob sent me down there to see if I cood get sum.

"Wel," Spike sed, "theres a gink who wont see a traveling sailsmun. He thinks theyer going to trim him and he buys everything from a jobber that sels to him by male and you kno what kind of a store heez got. I tel you a cigar man has got to kepe in tuch with the times and one of the good ways of doing it is by seeing all the traveling men. And the other way is by reeding the Tobacco world every time it cums from 1 cuvver to the other."

I says, "Spike Ive lerned sumthing to day" and Spike sed "Heers menny happie returns of the day!" Heez a grate kidder at times.

And when frend Izik cum out of the bosses offis the boss sed "Bill, give mister Jonson a hand with his sampel case over to the hotel." What do you kno about that. First I was going to ask him how did he get that way and I thought mebbey it was a good skeem for me to be a good feller with a trevaling man too, as wel as for the boss, and I sed yes sir and off we went.

I diddent looz enneigh munny at that for Izik give me a quarter when he got to the hotel and he sed, "Sun, you just kepe my competitors out of the bosses offis like you tride to kepe me out and Ime your frend." But I aint going to play enneigh favorits. Mebby the other fellers got a good line too—and also a qwarter.

I pretty neer lost that qwarter at that. I was looking in the window of a ex-saloon where a feller had started a sporting goods store and the qwarter dropt out of my hand and went thru the only hole they was in the ded lite and down into the mans seller or sum place. Can you beet it? Just one hol there. I went in and told the man Ide lost a qwarter thru his ded line and cood I go down and get it and he sed "Theres the seller dore. Help yourself."

Say, talk about your sellers. I cant see why that seller dont blow up. Its full to the neck with exsellsior and old papers and boxes and things they hav took the booz out of and things they unpackt the sporting goods out of and if enneighboddy went down there with a lamp or a match or enneighthing, or just a littel hot under the coller—kerflooie! I gess that guy never herd of fire prevenshun day or if he did heez opposed to it. First I thought I woodent go down there for feer the place mite catch fire from my red hare, but then I thought about the qwarter and I went. When I cum out I sed, "Say mister, if I lived over that bonfire Ide be shure I was a good church member."

He sed, "What dyou meen a bonfire?" and I sed "Why that seller is a regguler bonfire all but the match or a spark or sumthing." And he cum rite back, "You be on your way and mind your own bizness if youv got enneigh. My sellers safe enuf to sute me." Just as I was going out the dore I yelld, "Yes mebby it sutes you and mebby it wood sute you better yet if it had a match there too." The old fire bug!

Then I got rite back to the store as fast as I cood and I went down and lookt at our seller around the heeter and buleve me Ime glad that other ginks seller set me thinking about sum things becaws there was a pile of paper and rubbage rite around the furnis and there was a good fire in the furnis at that, and ashes on the floor piled there rite up close to where the papers was and Ile bet that Persy nutt wood hav bin down there in a littel while to thro more papers down there if I haddent of mooved them.

And I lookt over the smoak pipe and found one place where it had a hole in it you cood stick your finger in if you diddent kno enneigh better. I gess everyboddy gets careless about such things and thinks of them after theres a fire and sayz "Why inhel diddent I watch out a little more?" I told the boss about the hole in the stovepipe and about the papers and things and he sed, "William its worth sumthing to hav a pair of eyes in your hed that can see sumthing besides a pay envellop and Ile say you aint as blind as a moal. Carry all thoze papers outdoors and go to the hardwair and tel them to cum over rite away and put a new length of stovepipe in wherever it needs one and then taik the rest of the day off for a extra holliday, and taik it from me, if you want to see a fire, just linger around that sporting goods store during your idel moments and sum day youll see the fireworks."

Wel its a grate life if we dont weeken, hay Jimmie. Hows your seller and hows everything in old Pinkvill? Stil havving mooveys every weke?

Your city frend and wel wisher,

Bill.

Our Tobacco Trade in Latin-America

By ALFRED THOMAS MARKS

WITH a trade in tobaccos, manufactured and unmanufactured, in Latin-American countries which increased approximately one hundred per cent. in 1919 over that of 1918, our exporters should lose no time in giving serious attention to means and methods for clinching this trade and still further increasing it.

A feature of these markets which has perhaps been noted by our tobacco exporters is that, for the most part, while their total purchases of us keep increasing, the unmanufactured tobaccos are more and more taking the lead in sales, while the manufactured lines are steadily decreasing in most of the countries. The reason for this is found in the fact that some of the more progressive of the countries (especially those of the east coast) are rapidly increasing their manufacturing facilities, and are now turning out fair grades of cigars, cigarettes, plug and smoking tobaccos. Especially is this true of Argentina, which country in the calendar year 1919 imported leaf tobaccos from the United States of a total value of $1,352,387, while in the preceding year (1918) the total of its leaf imports from this country was only $610,981—showing an increase of over 100 per cent. in the year.

Other countries of Latin America which are making big increases in leaf imports from the United States, where in former years the manufactured tobaccos led in their purchases, are Brazil, which country in 1919 bought of us $331,000 in leaf, while in the preceding year the total was only $220,400; Mexico in 1919 imported of us leaf tobacco worth $462,056, while in the year 1918 the total was $226,108—another 100 per cent. jump.

While the west coast countries and those of the central sections are still taking our manufactured lines in greater amount than the leaf, the tendency seems to be the gradual reduction of these imports and the increase of leaf tobacco purchases. In the smaller and less progressive countries, however, it will be a long time before they are in position to manufacture to meet their domestic requirements. This will be very evident to those who investigate our tobacco trade, in both manufactured and unmanufactured lines, with these countries for the past five years.

The writer's purpose in noting this trend of our tobacco trade in Latin America is primarily to stress the fact that the time has come when, if we plan to make of these countries permanent markets for our lines, we should lose sight of no factor which will contribute to this end. While now we have practically "the open door" in Latin America this condition will not and cannot be a permanent one, for the European producers are fast rounding into exporting condition, and there is little or no sentiment about the Latin Americans when it comes to where they will buy. The exporting country or countries which most nearly approximate their needs and their fancies will get the business. Make no mistake about that.

What is the most essential present factor in permanently capturing this trade?

One way in which we are unquestionably "falling down" in our cultivation of the Latin-American tobacco trade is in the matter of advertising our tobacco products there. This is a much bigger and more important consideration than we usually think, and the European exporters are well aware of its influence in building up their trade there, and for this reason include it in the necessary expense of covering these markets. Not a few of our larger tobacco manufacturers and exporters who have made outstanding successes of advertising campaigns in this country are going into the overseas markets without any definite advertising plans—in fact, no publicity plans, whatever. This is somewhat remarkable in view of the fact that we need the advertising in the foreign countries, where we are comparatively little known, even more than we do at home!

J. W. Sanger, a trade commissioner of the United States Bureau of Foreign and Domestic Commerce, who has just returned from an extensive investigation of all parts of South America, makes a statement which will be of especial interest to our tobacco products exporters. As Mr. Sanger has just returned from Latin America the information he brings may be considered entirely up to the moment.

"The greatest immediate assistance in our problem of getting and holding South American trade," says Mr. Sanger, "lies in our skill in advertising, in which we as a country have a thirty-years' start on European business men. It is a big, outstanding fact that real, effective advertising is almost wholly an American idea. With us it is a co-ordinated force; with other countries only a hit-and-miss factor used without discrimination or plan.

"This advertising force must, whenever possible, be followed up by direct representation. The important thing is to have good representatives on the ground, sent by the American business houses where feasible, and equipped to handle the trade problems as they arise directly with the people of the South American countries. This is simply another phase of advertising.

"I wish I could say after my trip that all of our Latin-American trade problems have been solved, but I would only lull you into a false sense of security by such a statement. Before the great war virtually all of the best trade of South America was with Great Britain, Germany, France and other European countries. In 1914 the Teutonic countries were completely cut off by the war, and the allied countries were busy trying to win the war. Under these conditions South America was forced to get the great bulk of its goods from us.

"So our increase was the direct result of the war, and not of any foresight or efficiency on the part of the United States. This statement may not be pleasing to our trade vanity, but it is true.

"Now—and we should keep this fact in mind—when foreign competition returns in full force we will not hold any more of the South American trade than our abilities entitle us to. All Europe, with the present exception of Germany, will probably soon resume its former trade activities, hungry for the business they have been denied for so long.

"Before our entrance into the war the mass of the South Americans, of course with many important exceptions, were as densely ignorant of us as we were of them. German-manufactured and circulated stories of our alleged scandals, murders, lynchings, and so-called corrupt politics were the current news about us there.

"Another point I would like to refer to briefly is the necessity for the proper translation of advertising matter for native papers. Much laughter and ridicule have followed the publication of advertisements which were translated in the United States by dark-haired fellows with broken English, who assert they are native Spaniards. Look out for them! Copy should be writen by thorough students of the languages—English, Spanish and Portuguese—or be written in plain English and an arrangement made with the publication in which the advertisement is to be used to properly translate it."

Furthermore, we must advertise to the Latin Americans, not according to our standards and not entirely in the way we term "good advertising" in the United States—for, paradoxical as it may seem, good advertising here is in many cases bad advertising there. We must have a care lest we shoot over the heads of the people we are trying to convince. A glance at any Latin-American publication—Spanish, Portuguese or English—will show what is meant by this statement. And the one consideration our United States tobacco products advertisers should keep steadily in view is that we must appeal to the Latin American in the manner and after the method he understands, is accustomed to and will respond to. Following any other system is simply a waste of money and effort. It is a thankless and resultless job to try to reform the Latin American; he does not want to be reformed; he is perfectly well satisfied with himself as he is.

Two plans of advertising in Latin America have proven successful. One of these is the placing of advertising direct or through United States advertising agencies by the United States manufacturer in the mediums especially selected; the other is the unique "syndicate" plan followed by England and France prior to and since the war. The former differs little from the idea of our home advertising campaigns. The latter closely approaches the co-operative scheme of large space buying and the grouping of non-competitive lines of trade under one general head. Instances will be found in such publications as "La Prensa," Buenos Aires; "The Standard," Buenos Aires; "Jornal do Brasil," Rio de Janeiro; "El Diario," Santiago. Half and quarter pages are used under such headings as "Buy British Goods," followed by advertisements of firms handling English goods; and "Houses Handling French Imports," with announcements of French products and where they may be had. Considered from every angle, and after securing the views of Latin-American merchants on the subject (which the writer did while in South America recently), it would seem that the direct and independent advertising is much to be preferred, and will serve far better to build up and permanently sustain a trade reputation than will the "grouping" plan.

ADEN TOBACCO IMPORTS DECREASE

There was a decrease in the imports of unmanufactured tobacco at Aden, from 10,355,088 pounds in 1917-18 to 10,027,402 pounds in 1918-19. The value of this unmanufactured tobacco in 1918-19, however, was $1,413,964, as compared to a value of $1,367,973 for the preceding year. India supplies more than half the total imports, and Arabian Gulf ports at present supply the bulk of the remainder. Before the war interfered with trade Aden imported considerable quantities of unmanufactured tobacco from Egypt, Greece, Persia, and Turkey in Asia, for the use of the local cigarette industry. At present there are no imports from those sources and the Indian tobacco, which is generally of inferior quality, is used for making cigarettes. Aden re-exports considerable of the Indian raw tobacco received to Arabian Red Sea ports, and to Eritrea.

Italy As A Tobacco Consumer

H. C. McLean, United States Trade Commissioner at Rome, in a recent reports says that the consumption of tobacco in Italy is increasing rapidly; in fact, the figures for the last three months of 1919 are about double those for the same period of 1914. In 1914 they were: Cut tobacco, 3,299,280 pounds; cigars, 4,165,871; cigarettes, 2,284,383. In 1919: Cut tobacco, 4,919,019 pounds; cigars, 4,547,481; cigarettes, 4,494,582.

The largest increase appears in the case of cigarettes, and the smallest in cigars. Of the most popular brand of cigarettes, 370,000,000 were sold in December, 1919, as against 200,000,000 in December, 1914. The production of cigarettes has been unable to keep pace with the demand, and at times cigarettes are almost unobtainable.

As in most of the European countries, the manufacture and sale of tobacco in Italy is a Government monopoly. The entire domestic production of tobacco is taken by the Government factories, and all tobacco imported from abroad is purchased by Government agents in the countries where tobacco is grown. It is provided by law that no purchases of foreign tobacco shall be made in Italy.

While Italy is a large importer of tobacco and has recently found it necessary to considerably increase its foreign purchases, it is also a producer of tobacco, the quantity grown locally having in the past been equal to nearly one-third of the total consumption. Measures are being taken to stimulate the cultivation of tobacco in Italy in 1920 through a considerable increase in the prices paid over those of the previous year. There are a number of districts which are well adapted to the production of tobacco, and there is no doubt that this branch of agricultural activity can be considerably extended if it offers attractive returns.

The principal tobacco-growing regions of Italy are widely scattered: Lecce, in the south of Puglie, is the most important, while Benevento, Salerno, and Casserta, in the district of Naples, follow. These districts produce cigarette tobacco similar to that grown across the Adriatic, in Macedonia, etc. Tuscany and Umbria are also tobacco producers, the principal centers being Siena, Arezzo, Florence, and Perugia. Other regions producing tobacco are Sassari, in the island of Sardinia, and Padua, in Venetia.

In 1911 the production was 20,928,162 pounds, and in 1915, 19,890,178 pounds. In 1918, due to conditions created by the war, production fell to 17,328,520 pounds, while the 1919 crop (estimated at 18,608,700 pounds) was also below the pre-war average, although it showed a slight increase over the previous year.

Imports of leaf tobacco from 1911 to 1918 were as follows:

	Pounds		Pounds
1911,	65,369,260	1915,	36,616,360
1912,	47,809,300	1916,	40,747,520
1913,	56,042,580	1917,	54,904,080
1914,	41,338,660	1918,	42,062,460

The Italian Tobacco Monopoly operates 19 tobacco factories, located at Bari, Bologna, Cagliari (Sardinia), Catania, Chiaravalle, Florence (2), Lecce, Lucca, Milan, Modena, Naples (2), Palermo, Rome, Sestri Ponente, Turin, Venice, and Verona. Two warehouses for handling leaf tobacco imported from abroad are maintained at Leghorn and Sampierdarena, respectively. In 1915 these factories handled 77,272,445 pounds of tobacco, divided as follows: Domestic leaf, 17,445,241 pounds; foreign leaf, 50,078,342 pounds; scrap tobacco, 9,405,244 pounds, various, 343,618 pounds.

Purchases of leaf tobacco in the United States amounted to 23,014,353 pounds, divided as follows:

Kentucky:	Pounds	Virginia—Con.	Pounds
Cigar leaf,	27,754,932	Bright,	560,040
Strips,	2,390,443	Smokers,	111,467
Cutters,	108,296	Cutters,	10,654
Virginia:		Maryland,	341,758
Dark,	726,770		

The bulk of the purchases, all of which were made through the agency, maintained by the Italian Tobacco Monopoly at New York, consisted of Kentucky leaf for cigars.

For the year 1919 statistics covering tobacco imports are available only to June 30; this period, however, will be sufficient to indicate the very unusual increase which has taken place since the signing of the armistice. The United States, which has always been predominant in the tobacco trade of Italy, furnished over 90 per cent. of the total, imports from Greece being reduced to a negligible amount. As compared with the same period for the previous year, imports from the United States increased over 100 per cent. The figures follow:

	First six months of—		
Countries of origin	1917	1918	1919
	Pounds	Pounds	Pounds
United States,	28,790,740	19,723,660	42,613,340
Greece,	3,551,240	1,491,600	3,960
Other countries,	699,600	796,180	2,802,580
Total,	33,041,580	22,011,440	45,419,880

It appears that American producers should be able to still further increase their sales to Italy, where it seems certain that the upward tendency of consumption will continue.

Traveling salesmen in all lines of industry are protesting against the action of the Interstate Commerce Commission in permitting the Pullman Company to increase their rates twenty per cent. The Commission has received a large number of telegrams from travelers and their associations, and from business houses which employ large numbers of salesmen. They ask for a suspension of the new rates pending a hearing at which opponents of the increase may express their views.

WE EXIST

—for your convenience

It does not matter whether your requirements be an everyday need or the occasional demand for something far out of the usual. You may write us with the assurance that we have all supplies for cigar manufacturers.

You should have no hesitancy in placing confidence in an organization whose operations are recognized in various markets and whose spirit of service is so widely and pleasantly known.

Everything for cigar manufacturers
—except tobacco.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

LEAF MARKET JOTTINGS

RECENT weather conditions in Lancaster County were favorable for the tobacco seed beds that were among the late sowings, but many of the early ones have had to be sowed again, which will make a lot of late planting this year. An abundance of plants have been provided for, so that when planting begins there will be no lack as there has been in some seasons.

The seed in demand is that which will produce a heavier leaf as the crop of 1919 was disappointing as to weight. The general average looked for is about a ton to the acre, and it fell about twenty-five per cent. short.

Although lumber and labor are high, there are a surprising number of new tobacco sheds in course of erection.

The project of establishing a loose leaf floor has not been abandoned, but Lancaster County farmers are among the most conservative in the country and appear to take very little interest in it; but they are speculating as they always do about prices and talking about combining against the packers, to boost prices. That such efforts have been failures for several years does not seem to influence them in the least. That is another evidence of conservatism.

Local packers have very little tobacco and business is decidedly flat; not much is left in their hands but some 1919.

At the business meeting of the Lancaster Leaf Tobacco Board of Trade on May 1, a banquet was held at the Hotel Brunswick. The meeting was held for the purpose of selecting the delegates and alternates to the convention of the National Cigar Leaf Tobacco Association at Dayton, Ohio, May 24 and 25. A special car may be engaged.

In Wisconsin, the "Tobacco Reporter" states that during the week of May 7 there was some activity in the buying market, and several crops of 1919 were picked up in the Stoughton territory. The indications are that the packers are in earnest about gathering in the balance of last year's crop as soon as possible.

The prices for common tobacco range from 18 to 22 cents, with some sales reported at 25 cents. While the large manufacturers have stocked up pretty well, the smaller ones are eagerly seeking moderate-sized lots of good binders. Assorting is speeding up, and 60 to 70 per cent. of the received goods have gone over the tables, so that the season may close earlier than was expected. What seed beds have been planted show stronger germinating powers now than they did at first.

Growers are planning to raise as much tobacco as they did last year. Stripping conditions have been very bad on account of the car situation.

As stated by the Department of Markets of the University of Kentucky, that State will change the least in acreage of any of the great tobacco producing States, while indications are that crop acreage will be increased from 10 to 14 per cent. in the Carolinas and Virginia and about 500 per cent. in Georgia, the latter increase meaning that farmers of Georgia are taking to tobacco as a means of utilizing areas attacked by the boll weevil and now unsuitable for cotton.

If it turns out that way the expert will prove to be a good prophet, though we are a bit shy on predictions made by the university farmers.

Recent reports from various sections of Kentucky are briefly as follows: Lexington—plants in fairly good condition and every indication of enough for "the increased acreage" in that county; Georgetown—plants strong and healthy. An "increased acreage expected in the county"; Paris—tobacco plants in Bourbon County doing well, "an increased acreage is expected in this county"; Versailles—plants look better; expected that there will be enough plants to set the large acreage which was planned; Hopkinsville is discouraged by the low prices and Christian County is planting tomatoes and strawberries. Carrollton reports that heavy rains washed out thousands of plant beds, which will make a decrease in that section of the Burley belt.

The War Finance Corporation advised the delegation that recently went to Washington to ask financial aid for foreign tobacco buyers of dark tobacco to form a corporation representing Kentucky and Tennessee for the purpose. Bankers of the Dark Patch district are said to be favorably considering the proposition, the aid to be extended until foreign exchange becomes more stabilized.

Late higher price quotations of the Louisville Leaf Tobacco Exchange are as follows: 1918 Burley, dark red—trash, $7 and $11; lugs, common, $16; medium, $23; good, $29; leaf, common, $19 to $25; good, $36; fine and selections, $50; 1918 Burley, bright red—trash, $9 and $15; lugs, common, $20; medium, $26; good, $37; leaf, common, $24 and $30; medium, $39; good, $46; fine and selections, $65.

Old Burley, colony—trash, $18 and $28; lugs, common, $38; medium, $48; good, $60; leaf, common, $30 and $40; medium, $48; good, $60; fine and selections, $90.50.

New dark crop—trash, $12; lugs, common, $13.50; medium, $15; good, $16; leaf, common, $18 and $25; medium, $25; good, $25.

1919 Burley, dark red—trash, $6 and $10; lugs, common, $15; medium, $22; good, $28; leaf, common, $18 and $24; medium, $28; good, $35; fine and selec-

(*Continued on Page 18*)

LOOK at his happy smile! He's the "in between man" of a cigar factory equipped with Model M Universal Tobacco Stripping and Booking Machine. Every day he has a good report for the "boss"—for one Universal does the work of from two to three hand-strippers, thus cutting down the pay-roll. It pleases the cigarmaker because it increases his daily production. It cuts out the scrap of hand-stripping and saves space.

A Cigar Manufacturer writes: "It is our experience that the Model M Universal will write itself off the books quicker than any other Machine we use."

Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116-120 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

Paris, France, 18 Rue de l'Echiquier
Geneva, Switzerland, 2 Route de Chene
London, E. C. 2, England, 19 Bishopsgate
Manila, P. I., Kneedler Bldg.

FOREIGN SALES OFFICES:
Durban, Natal, South Africa
Soerabaja, Java, Dutch East Indies
Sydney, Australia, 10 Pitt Street

Buenos Aires, Argentine, Transoceania 158 Aeconquista
Madrid, Spain, Zorrilla 9
Slagelse, Denmark, Slotalleen, 3

Leaf Market Jottings

(*Continued from Page 16*)

tions, $45; bright red, trash—$8 and $14; lugs, common, $20; medium, $26; good, $36; leaf, common, $24 and $30; medium, $38; good, $46; fine and selections, $65; colony—trash, $18 and $27; lugs, common, $38; medium, $48; good, $60; leaf, common, $30 and $40; medium, $48; good, $60; fine and selections, $98.50.

At Hopkinsville, tobacco poured in from every direction, the loose leaf floors were taxed to their limit and the market was strong. Prices ranged as high as $42 per hundred. Damaged grades, however, showed no improvement in prices.

In the Connecticut Valley, while a few are still assorting, the bundle crops are practically all in. Reports from tobacco taken out of the sweat rooms and sampled, are that the sweat has been very satisfactory and the tobacco is coming out clean. Planting will be delayed as the plants show very little growth on account of the continued cold weather.

1920 DOMINICAN TOBACCO CROP

The Dominican tobacco crop for this year will not be less than 60,000,000 pounds, that is, unless the growers fail to harvest and cure much of the crop after it is grown.

As there is no demand at present for Dominican tobacco from the market in Europe where it is usually consumed, local buyers are acting with extreme caution and are paying as low as $3 per seroon (seroon = 108 pounds net) to the growers and not anxious to buy too heavily at even these low prices, at which prices there are no profits to growers. Last year prices to growers were from $8 to $14 per seroon, so the present bumper crop will bring less money to the growers than the crop of 30,000,000 pounds last year.

In order that tobacco may be exported in better condition than in former years, the Government has decreed that no tobacco of the present crop shall be exported before June 1, 1920, but this decree will have little if any effect upon exports or upon the local demand as there is no demand at present from foreign consumers and all buying is speculative.

JOHN E. SUTTER DEAD

John E. Sutter, formerly of Sutter Brothers, and the A. Hussey Leaf Tobacco Company, died recently at Stewart, Fla., where he had been spending the winter. Mr. Sutter was sixty-six years old, and for a long time was a prominent figure in the trade. He is survived by a widow and one son, M. D. Sutter, of Philadelphia, Pa.

The many friends of George I. Watson, secretary and treasurer of Sig. C. Mayer & Company, will regret to learn of his recent bereavement caused by the death of his mother.

Trade Notes

The Robersonville Redrying Tobacco Company, of Robersonville, Martin County, North Carolina, has been incorporated with an authorized capital of $100,000.

The Export Tobacco Company, of Richmond, Virginia, is building a stemmery at Goldsboro, North Carolina, to cost about a half million dollars. According to the contract, the plant will be ready for operation when the next season opens.

Fred Suss, for many years travelling representative of the R. Steinecke Company, is no longer connected with that concern and his future plans are as yet uncertain. The severance of relations came as a distinct surprise to the trade.

It is said that the new Fayette tobacco warehouse, at Lexington, Kentucky, will be the largest in the world, and will have floor space capable of accommodating a million pounds of tobacco.

The Consulate at Liverpool is notified by the Mersey Docks and Harbor Board that importers are authorized to import 5000 casks of tobacco for the purpose of storage during the month of June. Allotments will be made to importers in proportion to their past receipts.

The area in Turkey devoted to tobacco growing increased from 242,452 deunums in 1918 to 263,748 deunums in 1919, a gain of approximately 8 per cent. (An acre is 4.4 deunums.) Both the leading Smyrna and Samsun districts made good increases, while losses were registered rather generally in European Turkey and in the more interior parts of Asia Minor.

Some people here have been growling about the cold weather, but hear this from a Denver correspondent, dated April 26, in the "Western Tobacconist." He says: "One blizzard on top of another, cold weather, ice, slush, wind, dust, everything that the elements are capable of, was handed to the people in large generous doses. It is as hard right now to buy a load of coal as it was during the great coal strike last November. Railroads are just digging themselves out of the drifts when another storm comes along."

Marie Theresa Stefanson, age 137, has asked aid from the Red Cross at Focsani, Rumania, on the ground that she's an orphan. She lost her parents in 1850 and 1862, when he was 67 years and 79 years old. Her husband died in 1853. A son died when Grant ran for president the first time. She was born about the time the United States Constitution came into being and was married when Napoleon was Europe's man of the hour. Free use of tobacco, she says, is the cause of her long life.

IT'S MILD!!!

A Manila Cigar is the MILDEST EVER!

There is a Mighty Big Class of Smokers in the U. S. A. who want them that way!

That's one reason why the Importation of Class C Manila cigars has Quadrupled in Four Months!

Smokers are very willing to BUY MORE and to PAY MORE when they find the type of cigar they want.

THE call from Maine to California is for better Grades of those MILD, FREE-BURNING MANILA CIGARS.

Considering the FAVORABLE CHARACTER and the HIGH QUALITY of Manila cigars their cost, comparatively, is very little.

THERE IS QUALITY IN MANILAS
THERE IS MONEY IN MANILAS

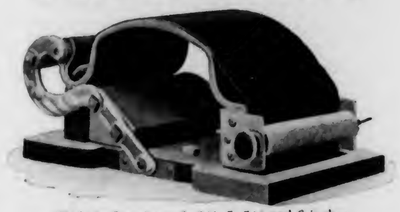
List of Manufacturers and Distributors on application

Manila Ad Agency (Chas. A. Bond, Mgr.), 609 West 127th St., N. Y. C.
Phone Morningside 6204

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

The GRAND OLD CHEW

is now packed in the Handy 10c. Vest Pocket Tin.

Convenient to carry and always insures a fresh chew.

Up-to-date dealers know the sales value of this new package and are cashing in on it.

P. LORILLARD CO. Est. 1760

Notes and Comment

B. Lipschutz and Dr. Joseph Marcus, of the "44" Cigar Company, were in New York last week on a visit to the leaf markets.

In Georgia the Imperial Tobacco Company will operate a $250,000 drying plant at Tifton; the American Tobacco and Trading Company will operate a $75,000 plant at Douglas; the Fitzgerald Company a $50,000 plant, and there will probably be a plant at Savannah.

Five steamers are close to San Francisco from the Philippines, bringing about eight million cigars to San Francisco distributors; so that the trade may soon expect a boom in Manila cigars.

Charles A. Bond, manager of the Manila Advertising Agency, 609 West 127th Street, New York City, has been elected president of the Square Deal Oil Company, and a trustee of the Bigben Oil and Gas Company, both of Fallon, Nevada.

The Byrd-Johnson Tobacco Company of Columbia, South Carolina, has been incorporated, with a capital of $40,000, to engage in the wholesale tobacco business. The officers are: President and treasurer, F. M. Byrd; vice-president, W. D. Coggeshall; secretary, O. M. Johnson.

From 1870 to 1919 the mule population of the United States increased 337 per cent. The increase of the jackass cigar worker has not been computed, but it is at least 500 per cent. A large proportion of them are "red," especially in Tampa.

The Lithograph and Equipment Company, Incorporated, of New York City, has removed to 230-34 West Seventeenth Street, giving larger floor room for the display of various types of machinery for lithography, printing, bookbinding, and paper box making.

At the recent annual meeting of the Connecticut Leaf Tobacco Association the following officers were elected: President, Fred B. Griffin; vice-president, E. A. Hathaway; secretary and treasurer, H. R. Lathrop. A very large delegation will go to the T. M. A. convention at Washington, May 19 and 20.

James C. Cushman, advertising manager of the Tobacco Products Corporation, has resigned and accepted the position of advertising manager for the Times Square Auto Supply Company, which is entering into an extensive national advertising campaign in weekly magazines, trade journals and newspapers.

"Abnormally high as the cost of smoking has become, it is safe to say that there are many pleasures in life which the smoker will willingly forego in preference to tobacco. This fact is, unfortunately, kept in mind by successive Chancellors of the Exchequer, with the result that the smoker is marked out as fair game for taxation."—"The Irish Tobacco Trade Journal."

The "ALL-CEDAR" Cigar Box

THE UNEXCELLED PACKAGE
Proclaimed by the Test of Years

JUST as Nature provides the soil and sunshine and rain, that the wonderful tobaccos may attain maturity at their best, so Nature provides the ideal package to contain those tobaccos when shaped into cigars, by growing the Spanish cedar tree.

Mr. Manufacturer, retain the prestige and good-will of your brands by making sure that your cigars reach the smoker in the ideal package—Spanish Cedar.

Mr. Jobber and Mr. Retailer, the complaint that your cigars are dried out will not be made so often if you insist that YOUR cigars be packed in ALL-CEDAR containers. Most connoisseurs refuse brands not packed in ALL-CEDAR.

Any cigar box maker who cannot supply the trade with cedar boxes can arrange to do so by addressing.

THE GEO. D. EMERY COMPANY

Importers of the Finest Cedar Logs

220 Eleventh Avenue **New York City**

For Gentlemen
of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,
LIMA, O.

"This is the **Life** Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate
Life
CIGARETTES

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Making Bigger Profits

(*Continued from Page 10*)

cent. and 35 per cent. away from this will be 65 per cent. or the cost of the goods, which cost is represented by $1.00. If 65 per cent. of the selling price is $1.00, 100 per cent. of the selling price will be $1.54 (not counting the fractions). That is, if you want to make 10 per cent. on an article which costs a dollar, and your overhead expense is 25 per cent., you will have to price it at $1.54.

If you price it at $1.35 you will be in a bad way, for it will cost you a quarter of this to pay your overhead, or 34 cents, and you will only have one cent left for profit, in place of ten as you had reckoned on. If you have any bad bills, you will get in the hole. No business can continue on a profit of one per cent. unless the output is enormous, the returns sure, and the turnover very rapid.

The *fifth* profit is made by selling for cash, or on a credit method which does not cost a prohibitive amount to maintain. A good many men charge up a lot of business on their books, but if they have to wait indefinitely for their pay, or lose a good deal of it, or it costs too much to collect it, their profits are swallowed up in spite of fate.

The *sixth* profit is made by going after business in place of waiting for it to come to you. This means advertising, personality, service, and all which serves to give a modern business momentum. It is the pep and punch which makes quick turnover possible, and without it there isn't much use of trying to keep in the game.

The *seventh* profit is the result of putting out everything in the way of "excess baggage"—that is, avoiding extravagance; waste of light or heat; careless handling of paper and string; failure to return empty cases, crates, and containers; smashing up boxes which might be saved or sold; duplicating the work of employees; letting employees waste their time; letting old stock accumulate; and all that sort of thing. To make *this* profit, it is necessary to exercise eternal vigilance and to have an organization so efficient as to be continually in the improvement class.

Seven is the perfect number and any man who will look for this rainbow of promise will have no cause to complain of poor business, hard times, hard luck, or any other disaster. Of course, under the head of organization, he will safeguard himself by insurance; under his accounting system, he will see to it that statements are rendered promptly and nothing is overlooked in the way of credits or details.

In fact, the whole business will be so stabilized and so standardized that the profits will be regular and satisfactory from year's end to year's end. This is what makes for permanency, progress and prosperity.

John H. Duys, of H. Duys & Company, Incorporated, leaf importer of New York, sailed on Saturday, May 8, to attend the Sumatra Inscriptions at Amsterdam.

Bill to Permit Re-Use of Cigar Boxes

Washington, D. C.

A bill to permit the re-use of boxes, bags, or other packages by manufacturers of tobacco, snuff, and cigars, has been introduced in the House of Representatives by Congressman John E. Raker, of California, and referred to the House Ways and Means Committee for consideration.

The bill provides that the re-use of these containers by manufacturers of tobacco or snuff and of cigars and cigarettes be permitted after the filing with the Collector of the district notice of such intention and under such rules and regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Interior, shall prescribe.

The bill further provides that no such manufacturer shall retain in his possession any stamped package used for putting up or packing these products upon which there remains any internal revenue or customs stamp, or part thereof, after the contents have been removed. No empty or partly filled package having attached to it any stamp or part thereof, whether defaced or not, and bearing any other manufacturer's trade-mark, label or brand, or caution notice label, factory brand or marks, and, except under specific regulations established by the Commissioner, no package, the stamp on which has been cut or broken, or has not been broken, shall be brought into or remain in any tobacco or cigar manufactory.

For the violation of these provisions upon conviction of a first offense a fine of not less than $100 nor more than $500 would be imposed and for each subsequent offense a fine of $500 and in addition thereto, for each offense, imprisonment for not exceeding three months. The provisions of Sections 3372 and 3400 of the Revised Statutes with reference to forfeiture would also apply to every manufacturer upon whose premises such packages were discovered.

—C. L. L.

HILBRONNER & JACOBS RETIRE

The many unfavorable conditions at present existing in the cigar manufacturing industry have led the firm of Hilbronner & Jacobs, 26 South Seventh Street, Philadelphia, Pennsylvania, to retire from business, and on May 1st the entire equipment of the factory was disposed of to Bobrow Brothers, together with the working force of the factory.

Hilbronner & Jacobs began business in 1905 in Perkasie. Later they established a factory at Eleventh and Christian Streets. A few years ago they moved to their present location.

The brands of the firm were not included in the sale to Bobrow Brothers. Henry Kreh, office manager, purchased the rights to the "Jarona" brand, and it is understood that the others will be offered for sale.

It is understood that both Henry Hilbronner and Samuel Jacobs, owners of the business, will withdraw from business activities for the present.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage

J. W. CONKLIN
One Broadway, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Tobacco Tax Protested

A SPECIAL bulletin of the Tobacco Merchants' Association says:

"According to authentic information, the Ways and Means Committee of the House of Representatives is about to report a bill to provide additional revenue to cover the amount necessary to meet the proposed bonus legislation.

"It is reported that among the various tax items tentatively agreed upon by the Ways and Means Committee there is included a proposed increase of thirty-three (33⅓) per cent. on cigars and tobacco, and an increase of sixty-six (66⅔) per cent. on cigarettes.

"From a yearly revenue of approximately one hundred million dollars paid by the tobacco industry under the pre-war tax rates, the revenue derived from the industry has been increased to such an extent that for the fiscal year ending June 30, 1920, under the existing tax rates, it will amount to two hundred and ninety-six million dollars, according to the official estimates of the Treasury Department.

"As a result of this extraordinary increase in taxation, the cigar branch of our industry has suffered a loss of business to the extent of 1,155,892,993 cigars per annum, as shown by comparing the withdrawals for consumption for the year 1919, which amount to 7,110,877,600, with those for 1917, the last year under the pre-war tax rates, which amounted to 8,266,770,593.

"So too, the sales of tobacco and snuff have dropped from 481,140,957 pounds in 1917, the last year under the pre-war tax rates, to 411,854,264 pounds in 1919, under the increased tax rates.

"Needless to say, no branch of our industry—whether cigars, cigarettes or tobacco—can stand any additional taxation without suffering disaster. Moreover, if it should become the practice of Congress to place additional burdens upon any branch of the tobacco industry every time new revenue is needed, where and when will it end?

"This association will of course protest most earnestly against any increase in taxation on any of the tobacco products, and it will make every proper effort to convince the legislative powers of the unjustness of such action. But, in view of the supreme importance of this matter, it is urgently requested that every one connected with or interested in the tobacco industry at once express his views—by telegraph or letter—to the Hon. Joseph W. Fordney, Chairman of the Ways and Means Committee, House of Representatives, Washington, D. C., as well as to the Congressmen of his own district, and every other Congressman that he may know.

"We would appreciate being advised of any action which you may take in the premises."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. When ordering, give patent number only.]

No. 1,388,089. TOBACCO MIXTURE. Clark C. Nelson, Rocky Ford, Col., patentee.

This patent is awarded for a smoking tobacco blend composed of from one-half to two-thirds smoking tobacco, and from one-third to one-half of sugar beet pulp.

No. 1,331,268. TOBACCO-SORTING BRACKET. Charles S. Kinney, Cincinnati, Oh., patentee.

Patent for a tobacco-sorter's bracket consisting of a supporting arm, hooks at opposite ends of the supporting end adapted to support a stick, the wall-engaging end of the supporting arm having a slot therein adapted to engage the shank of a headed supporting pin, and a brace beneath the supporting arm, and joined thereto at its forward end.

No. 1,338,529. CIGARETTE. Johannes Richter, Lindenthal, Cologne, Germany.

Patent awarded for an improved cigarette having its mouthpiece filled up by a plug consisting of a porous, non-combustible material and leaving small channels for the passage of the smoke in the longitudinal direction.

SUMATRA INSCRIPTIONS

The first Sumatra inscription is scheduled to be held on May 29th at Amsterdam. Following on June 4th, is another at Rottaer Rotterdam, and again on June 11th and 18th at Amsterdam.

The first inscription will preclude the attendance of many American buyers sailing on the Noordam on May 22nd, and others cannot sail at that time for lack of accommodations. The next sailing on June 1st will not arrive until after the second and third inscriptions have been held.

Leaf tobacco men are at a loss to understand why these dates have been set seemingly without consideration for the American buyers, particularly as this country is supposed to take a large percentage of the finer holdings.

C. A. SPEAKMAN MADE VICE-PRESIDENT

The friends of C. A. Speakman, for many years with the American Lithographic Company and secretary of that organization since 1917, are congratulating him on his recent election to a vice-presidency of that company.

Mr. Speakman started in the lithographic field of art with Geo. S. Harris & Sons, Philadelphia, Pa., in 1891. When the business was removed to New York in 1897 he became manager of the label department. In 1912 he was made a director of the American Lithographic Company, and in 1917 secretary of that company. He now becomes a vice-president of the organization.

Mr. Speakman has given liberally of his time and thought to the best interests of the lithographic industry and his many friends rejoice in this recognition of his valuable services.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 303 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

THEODORE N. VAIL.—41,712. For tobacco, cigars, cigarettes and cheroots. April 17, 1920. Heywood, Strasser & Voigt, New York City.

THE ABBOT.—41,713. For all tobacco products. April 7, 1920. George W. Abbot & Co., Boston, Mass.

THURZA.—41,715. For all tobacco products. April 13, 1920. American Lithographic Co., New York City.

LOTASMOKE.—41,718. For all tobacco products. December 2, 1919. The Tobacco Corporation, New York City.

SILVER WOLFF.—41,721. For cigars. April 1, 1920. Rox Abet Wolff, Tampa, Fla.

SUE DIEHL.—41,722. For cigars, cigarettes, stogies, chewing and smoking tobacco. April 24, 1920. Robert S. Diehl, Chicago, Ill.

GLENMORE.—41,726. For all tobacco products. February 4, 1920. American Lithographic Co., New York City.

THE DRIVER.—41,727. For cigars. March 31, 1920. American Lithographic Co., New York City.

MARTEX.—41,732. For cigars and tobacco. March 8, 1920. Wm. Buchman & Wayne, Inc.

FRANK McGLYNN.—41,733. For all tobacco products. May 5, 1920. American Lithographic Co., New York City.

JOHN DODGE.—41,734. For all tobacco products. April 19, 1920. American Box Supply Co., Detroit, Mich.

TRANSFERS

PURO DE TAMPA.—24,912 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered March 9, 1903, by Henry Lehman, Tampa, Fla. Transferred to Liborio Cigar Co., Tampa, Fla., July 8, 1914, and re-transferred to S. Trujo Co., Tampa, Fla., April 8, 1920.

LA ZEOLA.—24,852 (Tobacco Leaf). For cigars. Registered February 28, 1903, by The Grill Bros. Co., Evansville, Ind. Transferred to A. C. Heinsohl & Co., Chicago, Ill., March 31, 1920.

MELLO PUFFS.—41,534 (T. M. Ar.). For cigars. Registered December 30, 1919, by Harry Green & Co., San Francisco, Cal. Transferred to Walter J. Olsen & Co., New York City, February 17, 1920.

VELVET PUFFS.—41,535 (T. M. Ar.). For cigars. Registered December 30, 1919, by Harry Green & Co., San Francisco, Cal. Transferred to Walter J. Olsen & Co., New York City, February 17, 1920.

DE FACTO.—5794 (Tobacco Leaf). For cigars, cigarettes, smoking and chewing tobacco. Registered June 11, 1891, by C. C. Rosenberg, Philadelphia, Pa. Transferred to Haas Bros., Cincinnati, Ohio.

SIR ROBERT PEEL.—12,898 (Tobacco Journal). For cigars. Registered November 24, 1890, by Schumacher & Ettlinger, New York City. Transferred by American Litho. Co., successors of the registrants, to John Doeren Cigar Co., St. Paul, Minn., April 16, 1920.

SPANISH TRAIL HAVANA SMOKERS.—39,559 (United Registration Bureau). For cigars. Registered February 3, 1916, by Histel Wilcox Cigar Co., Quincy, Fla. Transferred to Paul J. Neeley, Quincy, Fla., September 22, 1917, and re-transferred to Frank W. Lloyd, Quincy, Fla., January 24, 1920.

OPTION.—221 (Association). For cigars. Registered June 28, 1881, by Lichtenstein Bros. Co., New York City. Transferred to the General Cigar Co., successors of the registrants, to the American Lithographic Co., New York City, April 14, 1920.

ROMO.—29,418 (Trade Mark Record). For cigars, cigarettes and tobacco. Registered December 21, 1903, by Bondy & Ledeen, New York City. By various transfers acquired by Pasbach Voice Litho. Co., New York City, and re-transferred to Determann & Co., New York City, April 29, 1920.

HOO HOO.—27,704 (Trade-Mark Record). For cigars. Registered January 5, 1904, by O. L. Schwencke, New York City. By various transfers acquired by Oklahoma Paper Co., Oklahoma City, Okla., and re-transferred to American Box Supply Co., Detroit, Mich., April 27, 1920.

O X O.—no number (Tobacco). For cigars. Registered October 10, 1911, by J. Perrin Pinson, Tampa, Fla. Transferred to El Gusta del Rey Cigar Co., Tampa, Fla., April 19, 1920.

NICKEL SMOKE.—21,633 (U. S. Patent Office, January 6, 1920). For cigars. No. 41,374 (T. M. Ar., October 7, 1919). For cigars. Registered by Pasbach Voice Litho. Co., New York City. Transferred to Determann & Co., New York City, January 15, 1920.

EL GUSTA DEL REY.—no number (Tobacco). For cigars. Registered October 10, 1911, by J. Perrin Pinson, Tampa, Fla. Transferred to El Gusta del Rey Cigar Co., Tampa, Fla., April 19, 1920.

CENTRE SQUARE.—18,655 (Trade-Mark Record). For cigars. Registered January 18, 1898, by S. R. Moss, Lancaster, Pa. Transferred to Kraus & Co., Baltimore, Md., January 27, 1917, and re-transferred to Joseph L. Fitzpatrick, Medford, Mass., April 14, 1920.

CITY SQUARE.—18,955 (Trade-Mark Record). For cigars, cigarettes and cheroots. Registered March 29, 1898, by S. R. Moss, Lancaster, Pa. Transferred to Kraus & Co., Inc., Baltimore, Md., January 27, 1917, and re-transferred to Joseph L. Fitzpatrick, Medford, Mass., April 14, 1920.

O'PAT.—26,669 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 25, 1908, by Wm. Steiner Sons & Co., New York City. Transferred to Determann & Co., Inc., New York City, April 29, 1920.

CORRECTED PUBLICATION OF TRANSFER

FERONICA.—34,084 (Tobacco Journal). For cigars, cigarettes cheroots and tobacco. Registered March 23, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to M. Rodriguez & Co., Ybor City, Fla., March 4, 1920.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
210 Eleventh Ave. New York City

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 108 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

LIBRARY
RECEIVED

VOLUME 40 NO. 11

The TOBACCO WORLD

JUNE 1, 1920

A Good Habit is Easily Acquired—Make a

First Roman Cigar

a Regular Habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City

W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

With acknowledgments to K. C. B.

"and he swapped his grouch for a smile"

GOSH BUT that trolley
WAS ALMOST as packed
AS IF they'd squeezed
ALL THE candidates
FOR PRESIDENT in
WHENEVER THE car swayed
I SAT on the lap
OF A pudgy lady
MY BRAND new derby
WAS SUNK without a trace
AND A garlic breath
BLEW DOWN my neck
AND MY foot went to sleep
AND THE rest of me
ENVIED MY foot
AND I was sore
YES, GOOD and sore
AND THEN a chap
WHO CAUGHT my eye

CHEERED ME up
WITH A jolly grin
AND SAID to me
"NO GROUCHES Now"
AND HONEST, I felt better
IT WAS an ad
OF A cigarette
BUT I'LL say this
IF THE ad alone
CAN CHASE a grouch
THE CIGARETTES
THEMSELVES MUST do
WHAT THE car card said
"THEY SATISFY"
I'LL SAY they do

IT WILL tickle you to find out how good Turkish and Domestic tobaccos taste when blended in the exclusive Chesterfield way. They *do* satisfy. And you'll be pleased to find out also that Chesterfields *keep* firm and fresh in their special, moisture-proof package.

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES **CHANCELLOR** HIGHEST GRADE
— CIGAR —
THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—HALF OR WHOLE INTEREST IN OUR TOBACCO manufacturing business. Machinery, equipment and supplies complete. Brands and goodwill. Manufacturers and owners of Globe Tobacco Company and Scotten Tobacco Company brands of tobacco. One brand worth more than whole interest will cost. Quick action. Globe-Scotten Tobacco Company, Detroit, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

FOREMAN WANTED

WANTED—FOREMAN FOR SUCTION FACTORY. ONE THAT CAN TEACH AND TAKE ENTIRE CHARGE AND SHOW RESULTS. Address FOREMAN, Box A-207, care of "Tobacco World."

POSITION WANTED

SUPERINTENDENT AND MANAGER OF UNUSUAL ABILITY. THOROUGHLY PRACTICAL IN ALL DETAILS OF MANUFACTURING, IS OPEN FOR POSITION IN NEW YORK OR PHILADELPHIA. Addess Eastern, Box A-206, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 June 1, 1920 No 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50. ●

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO

10c

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

Wolverine
BUNCH BREAKERS

"From Two to Three Dollars Per Thousand, Saved on Binders Alone," says one user.

THEY WILL DO THE SAME FOR YOU

Let us send you one of our bunch breakers by prepaid express ON THIRTY DAYS FREE TRIAL.

Write for One Today

The Price is Twenty-five Dollars ($25.00)

West Michigan Machine & Tool Co.

Grand Rapids - - Michigan

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

BOUQUET

L-K

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5519 Spruce St., Phila., Pa.
Phone, Belmont 5846

LIPSCHUTZ'S
44
CIGARS

44 Cigar Co., Inc. Philadelphia

Volume 40 Number 11

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 1, 1920 Foreign $3.50

Happenings at Washington of Trade Interest

(Reported by TOBACCO WORLD'S Own Bureau.)

GREATLY increased taxes on cigars and tobacco are sought as one of the methods of raising revenue with which to pay a bonus to all veterans of the war, under the bill which has the approval of the majority of the Republican members of the House Committee on Ways and Means. An effort will be made to secure the prompt passage of the measure, but it is doubtful whether any action will be taken on it before Congress adjourns for the summer.

The proposed taxes will apply to all cigars, cigarettes, tobacco and snuff, manufactured in or imported into the United States, and sold between December 1, 1920, and November 30, 1923, inclusive, by the manufacturer or importer, or removed for consumption or sale. The taxes provided for in the bonus bill will be in addition to all the taxes now in force.

On cigars of all descriptions "made of tobacco, or any substitute therefor," the following taxes will be levied: Cigars weighing not more than three pounds per thousand, 25 cents per thousand; cigars weighing more than three pounds per thousand, retailing at not more than 5 cents each, 50 cents per thousand; retailing between 6 and 8 cents, inclusive, $1 per thousand; retailing between 9 and 15 cents, inclusive, $1.50 per thousand; retailing between 16 and 20 cents each, $2 per thousand, and retailing at more than 20 cents each, $2 per thousand.

On cigarettes the tax will be 80 cents per thousand on cigarettes weighing more than three pounds per thousand, and $1 per thousand on cigarettes weighing not more than three pounds per thousand. The tax on tobacco and snuff will be 2 cents per pound.

• • • •

Tobacco manufacturers and other business men who insure their employees or associates, either by policies in favor of the insured's dependents or by policies in favor of the business or themselves, will be interested in new regulations which have just been issued by the Bureau of Internal Revenue governing the inclusion of premium payments in income tax returns.

Under the amended regulations, premiums paid by a taxpayer on an insurance policy on the life of an officer, employee or other individual financially interested in the taxpayer's business, for the purpose of protecting the taxpayer from loss in the event of the death of the person insured, are not deductible from the taxpayer's gross income, unless the taxpayer is in no sense a beneficiary under such a policy, except as he may derive benefit from the increased efficiency of the officer or employee. In either case, the proceeds of such policies paid upon the death of the insured may be excluded from gross income if the beneficiary is an individual, but must be included in the gross income if the beneficiary is a corporation.

• • • •

A total of $813,631,862.90 was collected by the Internal Revenue Bureau during the month of March, according to a report just secured from the Commissioner of Internal Revenue, bringing the total collections of the first three quarters of the current fiscal year to $3,933,495,754.27. Included in the month's collections were $26,350,034 from the sale of tobacco and manufactures thereof, and $7,643.94 from the sale of cigar holders, pipes, etc.

Among the March collections, also, were the following items of interest to the tobacco industry: Freight shipments, $9,547,078.61; express packages, $1,665,750.62; personal transportation, $6,701,061.50; seats, berths and staterooms, $491,673.70; and telegraph and long-distance telephone messages, $2,224,540.66.

• • • •

Conditions in the tobacco factories of Virginia are very unsatisfactory, according to the women's bureau of the Department of Labor, which has just completed an investigation of the conditions surrounding the employment of women throughout the State. Nearly fifty per cent. of the woman workers are required to labor ten hours a day, it is declared, and many are employed under unsatisfactory sanitary conditions.

In making public its findings the bureau recommended that women should not be required or permitted to work more than eight hours in any one day, nor more than half a day on Saturday, be given half an hour for meals and not be employed between midnight and 6 a. m. Improvement in sanitary conditions was also recommended and it was suggested that one or more women be appointed in the bureau of labor

statistics with full authority to investigate conditions and enforce the laws.

"Thousands of women working in tobacco plants in Virginia have no facilities for washing, no place to eat their lunch except in the dusty workroom, and when they sit down at all have only stools or boxes for seats, although they usually work ten hours a day," it is declared in the bureau's report. "One of the reasons for the high labor turnover in Virginia is the unsatisfactory conditions in the factores, which lead the women to go from one place to another in search of pleasanter surroundings and work."

• • • •

A list of all corporations which during the calendar year 1919 earned in excess of fifteen per cent. of their capital stock, together with figures showing their earnings that year and for the calendar year, is called for in a resolution introduced in Congress by Senator Owen, of Oklahoma.

This resolution directs the Secretary of the Treasury to furnish this information and all other information in the possession of the Treasury Department relative to "profiteering" which would in any way enable Congress to deal with the matter either through the present revenue legislation or through the enactment of more effective criminal statutes.

Information is further requested as to the amount of money raised by the Government from the beginning of the war to the present date, both by direct taxes and loans.

• • • •

Tobacco merchants who may inadvertently, in importing tobacco products from other countries, undervalue them, would be materially benefited by the passage of the bill just introduced in Congress by Senator Calder, of New York. The Tariff Act of 1913 imposes a penalty of 75 per cent. of the appraised value of an article when such article is brought into the United States under a declared value that is below actual value. Except where undervaluation is manifestly a clerical error, the law provides that such an entry shall be held to be presumptively fraudulent.

The Calder bill, if enacted into law, would permit the importer in such cases to appeal to the Secretary of the Treasury who, in turn, would have authority to remit the penalty when it is shown to him conclusively that there was no effort made to defraud the Government. To bring this about the Senator proposes to change the language of paragraph I, section 111. This has the endorsement of the Treasury Department and the Tariff Commission, the latter having recommended such a change in its last report.

The measure has been referred to the Senate Finance Committee. It is quite possible that it will receive early and favorable action, but nothing can be done until after the coming Congressional recess.

• • • •

A growth from 290 per capita in 1910 to 1371 per capita in 1918, is shown in the consumption of cigarettes by figures just compiled by experts in the Bureau of Internal Revenue. Figures showing increases in collections of tobacco taxes, just prepared in the bureau, show a steady increase in the consumption of tobacco, an increase which apparently has not been hindered by the several increases which have been made in the taxes.

Collections on tobacco from 1889 to 1898 averaged about $30,000,000 per annum. The Spanish War taxes were responsible for an increase in the average annual revenue to $56,000,000 for the ensuing four years.

From 1903 to 1916 there was a gradual increase from $44,000,000 to $85,000,000. In 1917, $103,000,000 was collected; in 1918, $156,000,000, and last year, $206,000,000. This year, approximately $300,000,000 will be secured. This amount is greater than the total receipts from all sources of internal revenue in any year prior to 1911 and exceeds the total receipts from customs duties for any one year prior to 1906. It is more than the total disbursement of the Government thirty years ago, for in 1890 only $297,000,000 was needed to run the Government.

The per capita revenue from the tobacco taxes has increased from 33 cents in 1914 to $1.03 in 1919. The figures, however, indicate that the production of cigars has not kept pace with the growth in population. Figuring on males eighteen years of age or over, the production in 1910 was 228 cigars per capita, while in 1918, it was 207. Based on total population, the production of cigars decreased from 74 per capita in 1910 to 67 in 1918. Cigarettes, however, increased from 94 per capita to 443. Plug tobacco decreased from 1.89 pounds per capita in 1910 to 1.6 pounds per capita in 1918, while smoking tobacco increased from 2.32 to 2.45 pounds.

C. L. L.

Trade Notes

The C. H. Grashof Company, tobacconists, of Rochester, N. Y., has increased its capital stock from $20,000 to $150,000.

The Byrd-Johnson Tobacco Company, of Columbia, S. C., has been incorporated with a capital stock of $40,000. A wholesale tobacco business will be conducted.

The Atlantic Tobacco Company, of Manhattan, has been incorporated with a capital stock of $25,000. The incorporators are M. Polacsek, L. W. Buck and M. Weiss, 41 Essex Street, New York City.

The American Snuff Company, Memphis, Tenn., has let the contract for a large steel and concrete addition to its factory in North Memphis, that will about double the capacity of its plant.

The Hill Tobacco Company, of Lynchburg, Va., has been incorporated with a capital stock of $100,000 for the wholesale distribution of tobacco products. The officers are: President, F. P. Johns; secretary and treasurer, J. T. Thompson.

Henry A. Voice, of the Pasbach-Voice Lithographic Company, of New York, while calling at our office on a trip to York, Pa., mentioned that he was offering for sale all of the Schmitt & Company copyrighted designs of cigar labels and cigar bands, which comprise about seven million complete sets of labels, in quantities ranging from two thousand sets up. His headquarters at York is the Colonial Hotel.

LEAF MARKET JOTTINGS

LATEST advices from Lancaster County are that the plant beds are doing better than was expected, considering the continued cold weather; but it will be some time before the plants are large enough to put out. The "Examiner" says that some of Lancaster County's most successful tobacco growers are not among the early planters. One of the planters said that one of the best crops he ever had, he finished planting on the Fourth of July.

Present indications are that very few growers will reduce their acreage of tobacco and some will increase it, despite the evident shortage of farm labor. They will draft the whole family into the fields for an emergency. The tobacco crop means so much luxury, ribbons and dresses and phonographs and perhaps new motor cars, that they will plant all they can handle and take a chance on a little more.

The saw mills are working on heavy lumber for tobacco sheds, of which several have lately been built in the county. The growers are at last waking up to the fact that they cannot handle the tobacco to advantage without proper facilities for housing, stripping and storing.

In spite of handicaps, the last two seasons have been favorable to the growers, the last crop was a good one and the farmers received good prices. Of course, they did the usual amount of kicking and grumbling and wanted better prices; they always did and always will. The farmers have begun to study the tobacco market pretty closely and the sale of old stock promises pretty good prices for the new crop.

In Wisconsin, as elsewhere, the labor attitude gives plenty of trouble to the tobacco trade. The Edgerton "Reporter" says that one of the troubles in the tobacco industry is that wages are so high, that the careless and irresponsible class, especially the younger set, will work half of the time, or four days in the week, and loaf the rest of the time, as they have enough money to carry them through the week without working every day.

The same trouble was a constant factor with the Southern planters last summer, and nobody knows what to do about it.

Shipping conditions having eased up a little some 1918 tobacco has gone out of storage. The clean-up of 1919 still in the hands of the growers, is not yet finished, and many small lots have changed hands at the same prices as previously quoted, 18 and 22 up to 25 cents. Most of the tobacco contracted for has been received and paid for.

In the warehouses new hands are not coming in, and some of the assorters have left to look after their own seed beds, which are coming into fair shape in most places.

There has been some activity lately in the Miami Valley district of Ohio and a lot of seed tobacco is said to have changed hands. This sort of tobacco is the only kind of cigar leaf still left in any considerable quantity in the hands of the farmers. Some of the best of it brought as high as 19 cents.

✖ ✖ ✖

The warehousemen and leaf dealers in the bright tobacco growing regions of Virginia and North Carolina are uniting in an appeal to growers, urging them not to attempt a larger crop than last year's. They declare it to be highly improbable that the prices for this year's crop will be as high as they were last year, and a big crop this year might cut out the profit. The cigarette and smoking tobacco manufacturers do not join the leaf dealers in spreading this idea.

✖ ✖ ✖

It has been cold and wet in the Connecticut Valley and putting up the cloth on plantations where shade is grown has been seriously delayed. Little outside work has been done towards getting the new crop started. The ground has been too wet to plow and the plants need warm weather to grow, and unless weather conditions change for the better, the planting will be later than usual by some weeks.

Warehouse operations are about coming to a close and very few of the larger ones are now at work on the 1919 crop. It is estimated that 90 per cent. of the crop has been delivered. There has been some active buying lately, as a large number of manufacturers and jobbers have been in Hartford, but no prices have been obtainable.

✖ ✖ ✖

Kentucky, like most of the other agricultural sections, is backward in planting and in that State is further hindered by heavy rains which have prevented preparation of the fields. If the setting out of the plants is delayed beyond the first of June, the bright red color, so much desired in the Burley leaf, is not developed. It takes a hot sun for the maturing plant to acquire this color, and if it does not mature until cooler weather, the tobacco is inferior in quality.

Owensboro reports warehouse sales continuing in the Pryor district, and also in "dark" belt at Hopkinsville, where the average price for the week was $13.22.

(Continued on Page 30)

10.

DEER Jim. Gee, our exqwisit casheer Dazie is eeting up all the proffits of the bizness. I dont meen when the boss taiks her to the kabarray and buys her beefstake and ice creem and I dont kno what all. I meen when the boss issent a round at all and she just cums out where weev started a candy counter and dips into that to keep from starving to deth between nine a m and 12 a m.

Say, Ile bet that girl eets 5 pounds of candy a day. Enneighway it seems like it. How are we going to maik enneigh munny on candy with her around with candy four dollers a pound or so? It eant be dun. But I aint going to say enneighthing to the boss about it, not me. Enneigh time I want to looz my job Ile just tel him Dazie aint the gratest littel casheer that ever chood speermint.

I got to thinking today about this candy eeting bizness and I just kept my eyes open a littel and I notist that Dazie aint the only one that ever taiks enneigh candy. Why I even saw Bill the delivvery boy and generul youtillitie feller taiking a few caramels once.

I figger it like this. Everyboddy in the store taiks sum candie now and then. Sum taiks a few smoaks insted. Nobody thinks its crooked to do it. They all think, wel, what's a cigar or a few caramels between friends? But I notist that they all do their taiking when the boss aint looking. Now if the boss dont care why not taik em when heez there and mebby offer him one too, and if he does care, what bizness we got taiking em enneighhow?

So I conclooded mebby there was a kinck in that gaim of helping yourself to candy and mebby Ide better think it over a littel. A pound of candy a day to the hole force all together wood cost mebby 60 cents. Gee, thats $219 in a yeer without being leep yeer at that! I haddent thought about it like that before. Thats qwite a lot of munny, aint it Jim? If I was Persy Ide kno how menny thousands of dollars it would be interest on, but Ide rather not kno than to be Persy.

I figgerd it all out and shode the figgers to Bob and he sed "Gosh Bill thats grand larceny. We got to cut it out."

So we agrede weed stop it and if the rest diddent stop, at leest it woodent be our falt if things went busted.

Then I got to thinking that theres lots of leeks in a store and when the boss cant get around all the time to look em over mebby he counts on his clerks doing it for him and if he does he probably counts rong becaws in our store noboddy is looking for leeks unless it is for a chance for sumthing to leek into their own pockits.

Now theres Josey, what does he care if he brakes sum cigars rappers when heez handling em. He mite drop a box of cigars on the flore and never tirn a hare, but buleve me it wood tirn sum hares on the cigars in the box. But whats a few of the bosses cigars to Josey as long as his pay goze rite on. He shood worry about three broken cigars in a box taiking off all the proffit.

And theres Spike and Spike is a darnd good fellor all rite and as onist as thirteen to the duzzen but I got to admit he waists stuf when he gets up window displays.

He leevs cigars in the window where the sun gets on em and he lets a lot of cigarets set in there and dry out till theyer like sawdust and all the good flaver is gone. Of coarse there aint so menny, but sum man is going to buy em by and by and he pays his good munny and he gets sawdust and so next time he goze to sum other store where things is different.

And Spike gets nise new bristul board to maik sines and uses em once and out they go and the other side is good yet. I cant see much sents to that. Why not maik em work both sides?

Bobs the best one at not waisting things but old Bob will hand out mateces like a hotel waitress handing out toothpiks. He wants to pleez customers and thats all rite but whats the good of supplying em with the family kindling wood for the winter?

I gess Ile haf to be a leek speshulist. But Ile haf to cut out waisting things myself before I can say much to the rest or theyd cum back at me. I waisted a hole box of cigars yesterday becaws they fell off the bisikkel under a truck cumming along behind and before I cood get em they was scrap chewing. All was the matter I was seeing if I cood ride the bisikkel on the strete car rale and when I went over a bump the string broke and I gess I haddent tide the cigars on tite enuf. I was going to ball out Persy for putting on such a wrotten string but I happend to think Ide better not, so I just delivverd another box and sed nothing so theres a leek that was on me and Ime going to tel the boss about it when I get the munny to settel.

I red in sum book that its the littel leeks that sink the ship and if thats so I dont kno what the big leeks

(Continued on Page 28)

Record Attendance Marks Second Convention of Tobacco Merchants Association of the U. S.

THE greatest gathering of the cigar and tobacco trade in the history of the industry took place May 19th and 20th at the Hotel Willard in Washington, D. C. Delegates from associations in all branches of the industry were present, including Porto Rico, Cuba and the Philippines.

It was the second gathering of the trade under the auspices of the Tobacco Merchants' Association, and after a lapse of four years it was evident that interest in such an organization had greatly increased, more than four hundred representatives of the different branches of the industry being present.

It is much too soon to pass an opinion as to what the convention definitely accomplished. It is certain, however, that the representative firms and individuals of the industry are deeply interested in the work of the association and that if a constructive program is carried out the organization will lack neither interest nor support.

The second National Convention of the Tobacco Merchants' Association of the United States was called to order on Wednesday morning, May 19th, by Secretary Charles Dushkind, who emphasized the value of the organization and paid tribute to the large number of delegations present as further evidence of the growing interest in association work.

President Chas. J. Eisenlohr was then escorted to the chair amid the applause of the convention.

Commissioner L. C. Brounlow, of the District of Columbia, welcomed the convention to Washington. President Eisenlohr responded, gracefully thanking the Commissioner in the name of the convention.

President Eisenlohr then read his report, which covered many important points. (This appears on another page.)

Undoubtedly the keynote of his address was in the closing paragraph of his report, which read:

"Let no selfish motives animate your course, but having the welfare of the whole industry constantly at heart, you cannot go wrong. Thus and thus only, will the tobacco industry maintain the public goodwill and respect it has gained and which it purposes to hold in the days to come."

I. C. Rosenthal, chairman of the Committee on Rules, then read his report, which was adopted.

M. F. Snider, chief of the Tobacco Division of the Bureau of Internal Revenue, was then introduced and explained to the convention the new tabulating machinery which has been recently installed in his department for the handling of tobacco statistics.

It was pointed out that the card-punching system used on this machine does the work in one-fourth the time ordinarily required. Upwards of 1500 cards per day can be punched. Machines also sort and verify the work.

A demonstration was given and many members of the convention gathered about the machine to watch its operation.

Prior to adjournment, President Eisenlohr suggested that the visit to Washington offered a good opportunity for those present to call on their senators and representatives to protest against further increases in tobacco taxes. This suggestion was acted upon and it will be interesting to note what the result will be.

Wednesday afternoon there were group meetings of Cigar Manufacturers, Leaf Tobacco men, Tobacco Manufacturers, Jobbers, Committee on the State of the Industry, and Committee on Nominations.

D. Emil Klein was chairman of the Cigar Manufacturers' Committee, with Carl A. Werner, acting secretary. Other members of the committee were: R. C. Bondy, R. E. Christie, C. J. Davison, Marc Haas, H. L. Hirst, G. H. Hummel, J. L. Langsdorf, C. M. Lex, B. R. Lichty, D. F. McCarthy, J. W. Merriam, Mortimer Regensburg, G. W. Van Slyke, W. E. Waterman and Henry G. Wemmer.

This meeting was very heavily attended, but it appeared to many that the session would have done more real constructive work if the matters on hand had not been gone over so hurriedly.

Internal revenue taxes were the first subject discussed and this was followed by arguments for and against the re-use of cigar boxes.

H. G. Ritter, of the Ritter Cigar Box Company, Detroit, Mich., took the floor in defense of the cigar box manufacturer. He stated that there was considerable conversation to the effect that the cigar box manufacturer was a high-binder and a robber, but that as far as he could see the box maker was in the same situation as any other employer of labor. He stated that the increase in the prices of boxes were due, first, to labor, and secondly, to material and lumber. He showed bills for lumber, one for a car in 1915 at $18 per thousand feet, and another for a car of the same kind of lumber in 1920 at $60 per thousand feet.

Mr. Ritter stated labor is now more than double the old cost, while nails have advanced from 5 and 6 cents to 21 and 22 cents, and muslin from 7 and 8 cents to 45 cents. He concluded his remarks by saying that he trusted the cigar manufacturers would not think box men profiteers.

Some time after this the privilege of the floor was granted to a stranger, who stated that he was a representative of the Department of Justice. He said he was not officially delegated to appear, but that as numerous complaints had been filed against New York cigar box manufacturers, he would like to have any cigar manufacturers present call at the Department of Justice if they had evidence of conspiracy or any complaints to make against cigar box makers anywhere in the United States.

There were several cigar box manufacturers present, and no doubt this most unfortunate utterance not only offended them but deprived the Tobacco Merchants' Association of several members.

Henry Leiman, representing the Tampa Box Company, showed to the meeting samples of a cedar box cut from one piece of lumber by a single mechanical operation. In addition the edging is put on by

machinery. The box is packed flat like a corrugated fibre packing case and is quickly set up and mechanically fastened together in the corners with metal cleats. It aroused considerable interest.

M. E. Canle, representing the Union of Manufacturers of Cigars and Cigarettes of the Island of Cuba, presented a paper which suggested a greater encouragement of the cigar industry of Cuba by the United States.

The Leaf Tobacco Committee met at the same time with Percival A. Lowe, chairman, and P. V. Hoyle, acting secretary. Others on the committee were S. H. Bijur, J. F. Cullman, F. D. Grave, Fred B. Griffin, J. A. Herr, Ery Kehaya, S. Major Newburgh, Milton Samuels, S. B. Smith, W. D. Spalding, J. B. Stewart, I. H. Weaver, G. E. Webb, W. H. Winsted.

F. B. Wilkinson, representing the Bureau of Markets, explained to the session what is being done to standardize domestic types of tobacco. It was pointed out that this would greatly assist in establishing a more definite loan value of tobacco in storage. A resolution was adopted, suggesting that all local leaf boards and associations communicate with the Bureau of Markets.

John T. A. Ely, of the United States Tariff Commission, discussed the contemplated changes in the Tariff Law governing the importation of tobacco. Among other things mentioned was a substitution of the Canadian system for the dockweight system.

Fred Griffin spoke on the binder situation in Connecticut and stated that this had been an unprofitable crop to the growers for a long time.

J. A. Herr, of Lancaster, stated that there would not be an increase in the acreage in Lancaster County despite reports to the contrary. He added that growers had made no money out of the crops recently because the prices paid had been comparatively low, while the cost of producing the same had been relatively higher.

J. F. Cullman read a letter from his son, Howard, concerning certain tobacco advertising, and he offered a resolution providing for the censorship of tobacco advertising.

The resolutions adopted by Leaf Tobacco Committee were as follows:

1. WHEREAS, the Bureau of Markets of the Agricultural Department is desirous of establishing a standardization of types and grades of tobacco grown in this country, in such a way as will forward the best interests of the tobacco business, and

WHEREAS, representatives of the Bureau have asked for the cooperation and advice of the tobacco trade, now therefore,

RESOLVED, that the Tobacco Merchants' Association recommends to the various leaf tobacco organizations of the country and to all others who may be interested in this matter that they communicate to the Bureau of Markets their views upon the best methods of achieving the desired object.

2. WHEREAS, the fifteen per cent. wrapper clause of the present tariff law covering tobacco has been the occasion of endless annoyance and trouble in the trade and constitutes an open door to fraud,

RESOLVED, that the Tobacco Merchants' Association expresses hereby its firm adherence to the belief that the wrapper contents of a bale necessary to fix its identity as a 100 per cent. wrapper bale be increased from 15 per cent. to 50 per cent.

3. WHEREAS, the present method of assessing duties based on the dock-weight of tobacco is unfair and burdensome to the importer, causing him to pay duty upon a weight actually in excess of the merchantable weight of the tobacco and constituting a hindrance to proper merchandising methods.

RESOLVED, that the Tobacco Merchants' Association hereby goes on record as favoring the substitution of the Canadian system of ascertained dutiable weights as being fair and equable to the government, the importer and the buyer alike, and we commend that this Association take the proper steps to bring these views to the attention of the proper governmental departments.

4. WHEREAS, under the system now pursued the tobacco industry of the United States is handicapped in its efforts to extend its import and export business, and

WHEREAS, the establishment of free zones at various ports of the United States would tend to facilitate the building up of the import and export tobacco business of this country, furnishing employment to American labor and placing the American tobacco industry upon an equal footing with the tobacco industry of those foreign countries which now maintain free zones.

BE IT RESOLVED, that the Tobacco Merchants' Association records its approval of the measures introduced into Congress providing for free zones in this country, and that the officials of this association be hereby instructed to use their best efforts in their behalf

5. WHEREAS, the cable and mail communication between the United States and Porto Rico is extremely unreliable, irregular and unsatisfactory, causing considerable loss and annoyance to firms handling Porto Rico tobacco

RESOLVED, that the president of this Association be requested to appoint a committee of three whose duties it shall be to take up with the cable companies and with the Postoffice Department of the United States these matters, to the end that satisfactory and prompt communication between Porto Rico and the United States be provided.

6. RESOLVED, that the thanks of the Leaf Tobacco Committee and of the entire Association be extended to President Charles J. Eisenlohr of this Association for the able and masterly discussion of the tobacco trade's problems embraced in his annual address.

RESOLVED FURTHER, that copies of this address be mailed to all members of the Association who were not present at this convention and to such other persons, firms or organizations as the secretary of the Association may deem advisable.

The delegates of the Tobacco Salesmen's Association of America, represented by Joseph H. Dublon and J. J. Ollendorff, and the Boston Branch of the association, represented by J. A. Doucet and W. F. O'Brien, submitted the following resolution to the convention:

WHEREAS, the Tobacco Salesmen's Association of America, with branches to extend over the United States of America are members of the Tobacco Merchants' Association, and

WHEREAS, our members cover every section of the United States and represent every branch of the tobacco industry, it is necessary for the closest fraternal relations to exist between all legitimate associations that are affiliated with the Tobacco Merchants' Association for the welfare of the tobacco trade in general, and

WHEREAS, manufacturers and jobbers affiliated with the Tobacco Merchants' Association employ salesmen and constantly add new men; the Tobacco Salesmen's Association of America has found it beneficial to organize and maintain an employment bureau for this purpose, and

RESOLVED, that the Tobacco Merchants Association in convention assembled, does hereby indorse and will recommend to all its affiliated members that they support and encourage such employment bureau for the benefit of the trade at large.

The group meeting of Tobacco Manufacturers was held at 3.30 p. m., Wednesday, with William T. Reed, chairman, and C. Fred Crosby, acting secretary. Other members of the committee were: W. F. Axton, John N. Bagley, Jesse A. Bloch, Ben Pearson, Edward G. Scott, J. D. Sparrow, Henry Weigand and L. A. Whalen. The following report was submitted to the convention by the acting secretary:

WHEREAS, the transportation problem is one of the most serious difficulties that confront the tobacco industry at the present time; and

WHEREAS, the successful solution of this great problem is something that is not alone of tremendous concern to the tobacco industry, but to the prosperity of the general business of the country; and

WHEREAS, we recognize that the railroads of the United States have been struggling against tremendous handicaps in the past few years; therefore be it

RESOLVED, that we as tobacco manufacturers, individually and collectively, do all in our power to assist the railroads, through cutting out all unnecessary delays in loading and unloading cars, to the end that the congestion of transportation through car shortage may be materially reduced.

RESOLVED, that in view of the imperative needs of the railroads for additional finances with which to purchase new equipment to enable them to more effectively cope with the transportation situation, we urge upon the Interstate Commerce Commission the necessity of granting the reasonable demands of the railroads for an upward revision of their rates.

RESOLVED, that in view of the pressing needs of the railroads for immediate relief in this respect, that we urge upon the Interstate Commerce Commission the supreme importance of acting with the least possible delay.

WHEREAS, the American nation is passing through the most crucial economic phase in its history, and the American people are confronted by problems which can find solution only through the exercise of the utmost measure of sound, conservative, sane leadership; and

Copyrighted 1920, by Underwood & Underwood

THE T. M. A. BANQUET AT THE NEW WILLARD, MAY 19, 1920

WHEREAS, the burdens of taxation which have been steadily accumulating under the conditions growing out of the world war, until they have reached a point that would have been deemed unthinkable, even a few short years ago; and

WHEREAS, it is absolutely essential to the future prosperity and welfare of the citizens of the United States, individually and collectively, that these burdens shall not be increased beyond their strength to bear; and

WHEREAS, it is imperative if a breakdown of the great industrial and commercial forces of the nation is to be averted a halt must be called in the imposition of further burdens of taxation; therefore be it

RESOLVED, that we place ourselves upon record as urging, with all the strength at our command, upon the tax levying powers, that they refrain from adding to the burdens of the people by the adoption, of any plan at this time that will add to the weight of general taxation, and

RESOLVED, that we urge upon all departments of our government that through retrenchment and curtailment of the vast expenditures that mounted up to such stupendous proportions under the stress of war lies the way to maintain our ship of state upon an even keel, to foster the general welfare, and to enable the American people to work out their manifest destiny and maintain their position as the greatest factors in advancing the civilization of the world.

The Committee on State of the Industry met at 2.30 p. m., Wednesday, with the Hon. Jesse A. Bloch, chairman, and Charles Dushkind, secretary. Other members of the committee were: John N. Bagley, M. J. Condon, Leopold Demuth, A. M. Eisig, Col. F. W. Galbraith, Jr., Fred Hirschhorn, Jonathan Peterson, W. T. Reed and Edward Wise. The following resolutions were submitted:

We, the undersigned, Committee on State of the Industry, having carefully considered, discussed and deliberated upon the President's Report and the various matters referred to us by the Convention, hereby submit the following:

ANTI-TOBACCO AGITATION.

We are heartily in accord with the sentiments expressed and suggestions made on this subject by the President in his address to the Convention. We find that the anti-tobacco crusaders are resolved to attack and are in fact attacking tobacco in every form, and we fully agree with the President that

"It is time for every one, in all divisions of the tobacco industry and its allied industries to constitute himself a guardian of the personal liberty involved in this issue, working for the common good and through a common center."

We believe, however, that if any action is to be taken to safeguard the interest of our industry, such action should be directed by one official body representing all branches of the industry, and we unreservedly endorse and approve of the President's action in issuing the statement referred to on pages 12, 13 and 14 of his report. And we recommend the adoption of the following resolution:

WHEREAS, the Anti-Tobacco Agitation is a matter that concerns each and every branch of the industry in all parts of the country and hence such situation can best be dealt with by a National Organization, representing all parts of our Industry, and

WHEREAS, the Tobacco Merchants' Association of the United States has proven itself to be eminently capable, fully representative of the tobacco trade in its entirety and is the only trade organization equipped properly to safeguard the trade's interest in a matter of this nature, NOW, THEREFORE, BE IT

RESOLVED, that the entire matter of anti-tobacco propaganda be and hereby is referred to the Executive Committee of the Tobacco Merchants' Association of the United States, with full authority to take such action in the premises as it may deem necessary, AND BE IT FURTHER

RESOLVED, that the President of the Tobacco Merchants' Association of the United States be and hereby is authorized, empowered and directed to appoint a standing committee on State of the Industry, which committee shall advise and co-operate with the Executive Committee of the Association in respect to all matters and activities bearing upon or relating to such Anti-Tobacco Agitation as well as to any and all other matters affecting the state or the general welfare of our industry. Said Committee to consist of five (5) members to be appointed by the President, PROVIDED, HOWEVER, that the Committee shall have the power to increase its membership if it shall deem advisable, AND BE IT FURTHER

RESOLVED, that it is the sense of this Convention that the entire Industry and each and every person, firm, corporation or association interested therein, connected therewith or allied thereto, ought to support and co-operate with and be guided by the Tobacco Merchants' Association or its Executive Committee in all its actions or activities, intended to combat, prevent or frustrate any attack upon the Industry or any part, branch or division thereof, whether such attacks be in the form of hostile legislation, or in the shape of agitation or propaganda against

the use of cigars, cigarettes or any other type of tobacco or tobacco products.

ACTIVITIES AND NEEDS OF THE ASSOCIATION.

Under this heading your Committee finds that the achievements of this Association have been extremely creditable and that its general plan of organization and operation leaves little to be desired.

From its beginning up to the present time the Association has constantly and repeatedly demonstrated, by actual service and accomplishment, that it is fully worthy of the whole-hearted endorsement and support of the trade which it represents. We find, however, that its financial resources are sadly incommensurate with its membership, with its industrial magnitude and with its achievements. We believe this can be remedied by a re-arrangement of the present form of collecting funds for its support. We, therefore, recommend the adoption of the following resolution:

WHEREAS, the Tobacco Merchants' Association of the United States has thoroughly demonstrated, through actual accomplishment, its value, as an organization, to the Tobacco Industry, and has established a just claim to the unqualified financial, as well as moral support of all members of the Industry, and

WHEREAS, the method of permitting members to fix their annual dues arbitrarily according to their own judgment and discretion and without regard for the size of the concern or the extent of the business, which has been followed by the Association from its very inception, is wholly inadequate to the needs of the Association, BE IT

RESOLVED, that the Executive Committee of the Tobacco Merchants' Association of the United States is hereby authorized and instructed to formulate a fixed schedule of dues adjusted on a basis of the annual volume of business done by the members and to create and establish such classes of members with such variations in the rate of dues or contributions as it may deem advisable.

TAXATION.

WHEREAS, it appears from the public press that the Congress of the United States has under consideration the matter of enacting laws that will necessitate great additional governmental expenditures; and

WHEREAS, it further appears that to provide funds with which to meet the requirements of such proposed legislation, the Congress is also considering the advisability of placing additional tax burdens upon the business of the country and especially upon the Tobacco Industry, which is already bearing, it is believed, an unjust proportion of existing tax burdens;

RESOLVED, that the Tobacco Merchants' Association of the United States in Convention assembled earnestly protests against the enactment of laws that will impose additional taxes upon the business of our country, including the tobacco business in any of its forms, believing that such additional taxation cannot be justified under existing economic conditions and to further increase the tax burden, in the face of those conditions, would be un-American and a national blunder of far reaching effect.

The Committee on Nominations, consisting of Charles B. Perkins, chairman, and Charles Dushkind, secretary, met at 4.30 p. m., Wednesday. Other members of the committee were: W. A. Hollingsworth, B. R. Lichty, F. W. Plugge and Samuel Turner. The following nominations for directors were submitted and elected:

NEW BOARD OF DIRECTORS OF THE TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.

Captain George W. Hill, Vice-President,
The American Tobacco Company, New York City, N. Y.
Edward Wise, President,
United Cigar Stores Company, New York City, N. Y.
Honorable Jesse A. Bloch, Vice-President,
The Bloch Brothers Tobacco Company, Wheeling, W. Va.
William T. Reed, President,
Larus & Brother Co., Incorporated, Richmond, Va.
John N. Bagley, President,
John J. Bagley & Company, Detroit, Mich.
Jonathan Peterson, President,
Weyman-Bruton Company, New York City, N. Y.
George H. Hummel, Vice-President,
P. Lorillard Company, New York City, N. Y.
A. L. Sylvester, President,
American Cigar Company, New York City, N. Y.
Charles J. Eisenlohr, President,
Otto Eisenlohr & Brothers, Incorporated, Philadelphia, Pa.
Martin J. Condon, President,
American Snuff Company, Memphis, Tenn.
Julius Lichtenstein, President,
American Sumatra Tobacco Company, New York City, N. Y.
A. L. Cuesta, Sr., President,
Cuesta, Rey & Company, Incorporated, Tampa, Fla.
Joseph F. Cullman, Jr., of
Cullman Brothers, New York City, N. Y.
D. Emil Klein, Vice-President,
Consolidated Cigar Corporation, New York City, N. Y.
Arthur M. Ettig, First Vice-President,
Metropolitan Tobacco Company, New York City, N. Y.
Asa Lemlein, Manager,
E. H. Gato Cigar Company, Key West, Fla., and New York City, N. Y.
William A. Hollingsworth,
William A. Hollingsworth, New York City, N. Y.
S. P. Coe, of
Acker, Merrall & Condit Company, New York City, N. Y.
W. H. Winstead, President,
W. H. Winstead, Incorporated, Baltimore, Md.
J. L. Graham, of
R. J. Reynolds Tobacco Company, Winston-Salem, N. C.
Charles B. Perkins, President,
Chas. B. Perkins Company, Boston, Mass.
Alexander Herbert, President,
Philip Morris & Company, Limited, New York City, N. Y.
Colonel F. W. Galbraith, Jr., Treasurer,
The Western Paper Goods Company, Cincinnati, Ohio.
George M. Lex, Assistant Secretary,
Forty Four Cigar Company, Incorporated, Philadelphia, Pa.
Harvey L. Hirst, Secretary,
Bayuk Brothers Company, Philadelphia, Pa.
I. C. Rosenthal, of
Rosenthal Brothers, New York City, N. Y.
John W. Merriam, Treasurer,
John W. Merriam & Company, New York City, N. Y.
I. H. Weaver, of
I. H. Weaver, Lancaster, Pa.
C. A. Speakman, Vice-President,
American Lithographic Company, New York City, N. Y.
Henry G. Wemmer, of
The Deisel-Wemmer Company, Lima, Ohio.
Daniel F. McCarthy, Secretary,
H. Fendrich, Evansville, Ind.
George Frings, President,
Frings Brothers Company, Philadelphia, Pa.
F. C. Niles, President,
Niles & Moser Cigar Company, Kansas City, Mo.
Arthur Bachman, of
S. Bachman & Company, Incorporated, San Francisco, Cal.

The banquet held on Wednesday night was attended by the full strength of the convention. At the table with President Eisenlohr were: Hon. Benedict Crowell, Hon. F. M. Simmons, Hon. James R. Mann, Hon. Henry M. Goldfogle, Hon. Geo. S. Graham, Maj.-Gen. H. L. Rogers, Maj.-Gen. Frank McIntyre, Col. Chas. C. Walcutt, Jr., Col. F. W. Galbraith, Jr., Maj. W. W. Smith, Hon. W. M. Williams, Jacob Wertheim, Preston Herbert, Hon. J. W. Alsop, Pablo Perez, M. A. Suarez, C. S. Richardson, I. H. Weaver and Chas. Dushkind.

The banquet was strictly prohibition, but the champagne cider and mineral waters seemed quite sufficient to arouse the guests to the highest point of enthusiasm.

The Hon. James R. Mann, of Illinois, was introduced by President Eisenlohr, who acted as toastmaster.

The speaker began by paying tribute to the tobacco industry for its contribution to the war, and he raised a cigarette and held it up as he declared that it was the cigarette that put the fighting spirit in the boys that won the war.

Judge Goldfogle, of New York, was the next to speak, and he laid heavy emphasis on the danger to the industry from the anti-tobacco propaganda. One of the important things that he said was the indifference of the business man in regard to voting. He said, with a great deal of truth, that the indifference of the business man in regard to voting was the cause of many men being elected who were inimical to the best interests of business.

Commissioner of Internal Revenue William M. Williams referred to the fact that the Revenue Bureau "touched" the tobacco industry more closely than any other department. The banqueters did not miss the point.

(Continued on Page 24)

N. C. L. T. A. Convention at Dayton Continues to Do Great Work in Defence of Industry

Dayton, O., May 25th.

THE banquet tonight at the Hotel Miami brought to a close the Twenty-second Annual Convention of the National Cigar Leaf Tobacco Association, which has been in session here for two days. Much constructive work was accomplished and the whole convention was an unusual example of a perfectly functioning organization in which harmony and a co-operative spirit exists.

The great success of this convention can be attributed to the fact that there were no petty politics to be played, no favorites to be nursed, and no manikins decorating the executive scenery.

The delegates and individuals present demonstrated that they were present to work for the best interests of their industry. By their very presence they emphasized what Theodore Roosevelt once said, "Every man owes some of his time to the upbuilding of the profession to which he belongs."

Credit should be given where it is due, and it is no idle flattery to say that the National Cigar Leaf Tobacco Association sets a high standard from the standpoint of perfect organization and operation for associations of similar character. Every member of the N. C. L. T. A. is a working member and as a result the burdens of the association do not fall on the shoulders of a few.

The convention opened Monday morning in the Sun Room of the Hotel Miami, with fully two hundred delegates and individuals present. President I. H. Weaver called the meeting to order and the association was welcomed by S. Major Newburgh, president of the Ohio Leaf Tobacco Packers' Association.

Mr. Newburgh referred to Montgomery County, in which Dayton is situated, as the home of "Spanish." He also commented on the death of John Barleycorn, but insinuated as Mark Twain once said about an obituary notice of himself, that the report of his death is greatly exaggerated.

President Weaver, in replying to Mr. Newburgh, commented on the importance of the Ohio Valley in the cigar leaf markets. It was voted to dispense with the reading of the minutes of the last meeting, and President Weaver then read his report. (This will be found on another page.)

During the reading of the President's report, Nic Gunther, of Cincinnati, entered the room. President Weaver paused and asked Fred Miller and George Berger to seat Mr. Gunther, whom he introduced to the convention as the oldest leaf tobacco packer in the country. Mr. Gunther is 85 years old and has been in the leaf packing business for 66 years.

At the close of the reading of the President's report, Joseph Mendelsohn moved that a vote of thanks and appreciation be extended to President Weaver and that his report be made a permanent part of the minutes of the meeting. This was done.

A cablegram from Joseph F. Cullman, Jr., who is in Amsterdam attending the inscriptions, was read. It said, "Greetings to all. Hope you are as wet as we are."

Other telegrams expressing good wishes and regrets at being unable to attend were read from J. H. Styles, York, Pa.; I. M. Strasser, Albany, N. Y.; H. G. Taussig, Chicago, Ill.; L. B. Haas, Hartford, Conn. Telegrams stating that illness prevented their presence were received from Felix Eckerson, Philadelphia, Pa., and Joseph F. Cullman, Sr.

Jerome Waller then read the report of the Committee on Credentials, which showed the voting strength of the convention and the list of delegates and individuals present and voting. They were as follows:

VOTING STRENGTH OF THE ASSOCIATION.

Name.	Members.	Delegates.	Votes.
Philadelphia Board	10	2	2
Chicago Board	14	2	2
Lancaster Board	36	6	6
New York Board	91	13	13
Connecticut Board	18	3	3
Ohio Packers' Board	7	1	1
Cincinnati Board	5	1	1

Individual concerns entitled to one-seventh vote each.

I. Kaffenburgh & Sons, Boston, Mass.	Wm. M. Corry, Quincy, Fla.
Kraus & Co., Baltimore, Md.	Lloyd-Allen, Quincy, Fla.
Heineman Bros., Baltimore, Md.	Weil Tobacco Co., Quincy, Fla.
Jaskulek & Fryer, Cleveland, O.	D. A. Shaw, Quincy, Fla.
C. Semon & Son, Cleveland, O.	Max Wedeles Tob. Co., Quincy, Fla.
H. Schlesinger & Son, Cleveland, O.	J. R. Reynolds, Elmira, N. Y.
Imperial Leaf Tob. Co., Cleveland, O.	John Brand & Co., Elmira, N. Y.
A. Jenson & Son, Edgerton, Wis.	W. H. Ralyea & Co., Elmira, N. Y.
McIntosh Bros., Edgerton, Wis.	Goff, Way & Brand, Elmira, N.Y.
W. B. Wentworth, Edgerton, Wis.	Geo. M. Wood & Son, Elmira, N. Y.
N. E. Nelson, Edgerton, Wis.	Lowe & Wells, Big Flats, N. Y.
W. Dickerson, Edgerton, Wis.	Hochstein Bros., Milwaukee, Wis.
Jefferson Leaf Tob. Co., Sparta, Wis.	I. M. Strasser, Albany, N. Y.
Embry Tobacco Co., Quincy, Fla.	W. H. Whitner, Binghamton, N. Y.
F. Alvarez, Cantano, Porto Rico.	

Accredited delegates and alternates present and voting:

Ohio Leaf Tobacco Association:		P. R. Lowe,	D.
C. H. Solliday,	D.	Jos. Mendelsohn,	D.
L. A. Wheeler,	A.	Chas. Meisener,	D.
Cincinnati Leaf Board:		H. Oppenheimer,	D.
Wm. Staun,	D.	H. S. Rothschild,	D.
Fred Miller,	A.	Benno Rosenwald,	D.
Lancaster Leaf Board:		J. M. Rosenthal	D.
Jos. Goldberg,	D.	H. Rothenberg,	D.
B. F. Good,	D.	C. W. Wobbe,	D.
A. B. Hess,	D.	P. M. Wasserman,	D.
L. H. Nolt,	D.	Fred Block,	A.
M. Rosenthal,	D.	Jerome Waller,	A.
B. F. Hoffman,	D.	Directors present and voting:	
Geo. Hoffman,	A.	Fred B. Griffin,	
Herbert Taylor,	A.	F. W. Miller,	
B. M. Mowrey,	A.	Benno Rosenwald,	
Chas. Hess,	A.	S. Major Newburgh,	
J. W. Brenneman,	A.	Fred Block,	
J. Nissly,	A.	C. H. Nolt,	
Philadelphia Leaf Board:		Wm. Lukaswitz.	
Sam Grabosky,	D.	*Individual firms present and voting:	
J. R. Young,	D.	Jaskulek & Fryer, Cleveland, O.	
C. M. Hipple,	A.	C. Semon & Son, Cleveland, O.	
L. Grabosky,	A.	H. Schlesinger & Son, Cleveland, O.	
Chicago Leaf Board:		Imperial Leaf Tobacco Co., Cleveland, O.	
A. W. Kaercher,	D.	McIntosh Bros., Edgerton, Wis.	
Jos. Wedeles,	D.	W. B. Wentworth, Edgerton, Wis.	
C. F. Meyer,	A.	W. Dickinson, Edgerton, Wis.	
Connecticut Leaf Board:		J. R. Reynolds, Elmira, N. Y.	
S. A. Fassler,	D.		
M. J. Gans,	D.		
W. F. Fuller,	D.		
W. G. Stewart,	A.		
New York Leaf Board:			
W. S. Brill,	D.		
Henry Fisher,	D.		
J. L. Fielding,	D.		

*Entitled to one-seventh vote each.

Treasurer Jerome Waller then read his report, which indicated that for the coming year additional funds would be needed, and to meet this expense it was suggested that the dues be raised.

When Mr. Waller finished the reading of his report, Joseph Mendelsohn rose and moved that the dues be raised to $50 a year. This was seconded, but Fred Griffin, of Hartford, opposed the motion on the grounds that $50 would drive out many members and that it would make it increasingly difficult to get new ones. S. Major Newburgh said that when the dues were raised from $10 to $25 the Ohio Leaf Packers' Association had dwindled from more than forty to seven. There was quite a healthy debate, and finally Joseph Mendelsohn accepted an amendment to his motion to fix the annual dues at $35. This was carried.

President Weaver then appointed the following Committee on Resolutions: Joseph Mendelsohn, chairman, S. Major Newburgh, A. B. Hess, Joseph Wedeles and Harry Rothschild.

Adjournment was then taken until 2.30 p. m.

Immediately after the adjournment, the entire convention was taken in automobiles to the plant of the National Cash Register Company, where a photograph was made on the steps of the main building. Following this, President John H. Patterson, of the National Cash Register Company, welcomed the National Cigar Leaf Tobacco Association as "a part of the industry which is the largest user of our products."

After this we passed into the auditorium, where the daily entertainment was in progress. This consisted of singing, moving pictures of current events, illustrated songs, etc. As we entered the auditorium we were admonished not to throw our cigars away, but to enjoy them to the last, which courtesy was greatly appreciated.

Placards about the building stated, "The Flags Are Flying Today in Honor of Our Guests, The National Cigar Leaf Tobacco Association," and it is only fair to say that the convention was most interestingly and splendidly entertained during the two-hour visit.

During the luncheon, at which the convention was the guest of President Patterson in the officers' dining room, short talks were given on the great welfare work being carried on by the N. C. R., and also about the operation of the different departments. The N. C. R. has recently introduced a profit-sharing plan, whereby the employees receive fifty per cent. of the profits every six months.

When one sees the tremendous things being done by this institution for the welfare not only of their employees but for the community as well, it is hard to realize how it could be profitable. Yet President Patterson stated that they found that everything they were doing paid, and paid well.

The N. C. R. has undoubtedly taken a great step forward in making the workmen a part of their organization and in seeing that not only the workmen themselves received the best of physical instruction and medical attention, but their families as well. Unquestionably the methods being employed by the N. C. R. constitute a great advance in the training and maintenance of the efficient employee, for every effort of this great organization tends toward the development of efficiency.

Even two hours spent at this great plant gave but a mere glimpse of the work of the great company, and it was with reluctance that the visitors returned for the second session of the convention.

The afternoon session opened with a talk by Frank Wilkinson, of the Bureau of Markets of the United States Department of Agriculture. Mr. Wilkinson told briefly of the Government's plan for the standardization of leaf, the regulating of tobacco warehouses and of the coming review of the cigar leaf crop and conditions. He asked the co-operation of the trade in this work. A resolution was later adopted authorizing the special committee of the Association, appointed a year ago, to continue its work with Government officials.

M. F. Snider, chief of the tobacco division of the Internal Revenue Department, related to the convention the new mechanical devices for checking sales and deliveries of tobacco. This new arrangement speeds up the work so much that Mr. Snider hopes that the department will be able to issue authoritative statistics that will be correct to within one month.

Speaking for Mr. J. T. A. Ely, of the Federal Tariff Commission, W. L. Crounse, Washington representative of the National Cigar Leaf Tobacco Association, explained that he had been prevented from attending at the last moment, but had asked Mr. Crounse to read the following letter:

UNITED STATES TARIFF COMMISSION.
Washington.

May 14, 1920.

Gentlemen:

The United States Tariff Commission is at present preparing a survey of the Tobacco Industry. This survey is for the Committee on Ways and Means to aid in future consideration of Schedule E. With this in view, the Committee desires the active co-operation of the entire trade. It is desired to consider each of the divergent interests involved, giving each the emphasis due it; to demonstrate from past experience the effects of the tariff on the trade at large; to explain clearly the intricacies, complexity, delicacy, and sensitiveness to change of this great industry.

Therefore, any information, expression of opinion, exposition, pertinent statistics, or expressed desires of the trade will be greatly appreciated and will receive the careful attention and consideration that they merit. At this time the following points are thought to be of special interest:

1. Rate of duty on wrapper tobacco.
2. Rate of duty on filler tobacco.
3. The dutiable weight of tobacco.
4. The percentage of filler allowed in mixed bales, dutiable as filler.
5. Tobacco stems.

Any communication on these points will be especially welcomed, and it is hoped that the great organization here assembled will give the United States Tariff Commission the benefit of their collective opinion.

The United States Tariff Commission believes that the whole evolution and development of the tobacco industry shows a tendency toward fairmindedness, breadth of view, and a marked departure from narrow and selfish motives. The Commission believes that now, more than ever before, it is possible to solve tariff problems in a way satisfactory to the Government and at the same time appealing to 95 per cent. of the trade as fair and equitable to all concerned.

The Commission desires to take this opportunity to thank the members of the trade who have already rendered valuable assistance in pursuance of the aims above set forth.

Francis K. Haley, of Baltimore, was next introduced and he made a stirring address in behalf of the port of Baltimore and Philadelphia as shipping points that would prove far more efficient and less expensive than the port of New York. Mr. Haley said that the port of New York was overcrowded and so congested that it sometimes took two or three weeks to move freight by tug to the steamer pier.

Photo Courtesy of N. C. R. Co.

LEAF MEN WHO WERE GUESTS OF THE NATIONAL CASH REGISTER COMPANY

The convention was then adjourned until 10 a. m. Tuesday.

The convention then became the guest of the Ohio Leaf Packers' Association at a squab chicken dinner at Green Tree Inn, located about five miles from Dayton, in Brenner's Grove, and accessible only by automobile.

Automobiles were in abundance and all were safely and quickly transported to Green Tree Inn, where the entire gathering was immediately grouped for a panorama picture. Following this the guests were seated at long tables protected from the sun and the elements by a canvas canopy. Here an elaborate dinner was served, together with cigars. Souvenirs were black leather letter cases, the gift of C. C. Ehrhart, of Versailles, O.

Following the dinner there were various indoor sports, such as checkers, spin-the-plate, parchessi, Old Maids and Authors.

Hats must be taken off to Bill Lukaswitz, Charlie Solliday and Morris Stern—the three live-wire members of the Committee of Arrangements. There was never a dull moment if these men could enliven it. True, the corpse of John Barleycorn wept at unseemly hours and places, but there were many who could have sung with feeling, "O, Dry Those Tears Away."

After the dinner at Green Tree Inn many drifted back to the Hotel Miami, where several of the delegates vied with each other on the waxed floor of the hotel grill room. Honors closed about even between a young delegate from Philadelphia and a tall gentleman from Hartford.

The final session opened Tuesday morning on scheduled time and was called to order by President I. H. Weaver. The first business was the appointment of a Nominating Committee, headed by Fred B. Griffin, together with S. Major Newburgh and Benno Rosenwald.

The Committee on Resolutions, of which Joseph Mendelsohn was chairman, was called upon for a report. The following resolutions were read and adopted:

THE SOLDIERS' BONUS BILL.

WHEREAS, The House of Representatives has formulated a bill making substantial increases in the existing Internal Revenue taxes on cigars, cigarettes, manufactured tobacco and snuff, as a part of a project of taxation to raise $1,500,000,000 to pay the so-called soldiers' bonus; and

WHEREAS, It is the firm belief of the National Cigar Leaf Tobacco Association that any increases in the existing Internal Revenue taxes on tobacco products will prove so oppressive as to demoralize the industry and to produce a smaller net revenue than the $295,000,000 per annum under the existing law; therefore, be it

RESOLVED, That this Association earnestly protests against any increase in the present Internal Revenue taxes on tobacco products; and be it further

RESOLVED, That this Association while favoring liberal appropriations to care for the wounded, sick, or otherwise disabled soldiers of the Republic, strongly deprecates the passage of a general bonus measure on the grounds that the distribution of a cash bonus will tempt large numbers of young men to abandon their employment, thereby reducing production at a time when an increased output of our leading industries is universally regarded as necessary for the relief of the country from existing high prices; that cash gratuities given to our soldiers in consideration of their splendid work in France cannot fail to lower their own self-respect and the esteem in which they are held by the people of the country; and that because of the burdens now borne by the public at large which are now so heavy that any addition to the load will mean distress and actual privation in millions of cases; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Chairman of the House Ways and Means Committee, and the Senate Finance Committee.

REVISION OF THE TARIFF.

WHEREAS, It has been semi-officially announced that Congress in the near future will undertake a revision of the schedules of the Underwood-Simmons Tariff Law; and

WHEREAS, The United States Tariff Commission has already begun a survey of the tobacco industry with the view to recommending to Congress what revision, if any, should be made in the tobacco schedule of the existing tariff law; therefore be it

RESOLVED, That it is the sense of the National Cigar Leaf Tobacco Association that it is for the best interest of the entire leaf trade and the cigar manufacturers' industry that there should be no change in the existing tariff rates on cigar leaf tobacco; and be it further

RESOLVED, That this Association is strongly of the opinion that the percentage limitation on bales of tobacco containing both fillers and wrappers should be raised from 15 per cent. as in the present law, to 50 per cent., so that while all wrapper leaf tobacco would pay duty as such, no mixed bales would be assessed for the wrapper duty as to

their total contents unless they contained 50 per cent. or more of leaf suitable for wrapper purposes; and be it further

RESOLVED, That copies of this resolution be forwarded to the Chairman of the House Committee on Ways and Means, to the Senate Committee on Finance, and to the United States Tariff Commission.

WEIGHT BASIS FOR ASSESSMENT OF LEAF TOBACCO DUTY.

WHEREAS, The present system of assessing duties on imported cigar leaf tobacco on the basis of its weight when first landed on the dock, instead of its weight upon withdrawal for consumption, is inequitable; and

WHEREAS, The Canadian system of assessing duties on the basis of the weight of the tobacco after the elimination of excess moisture contained therein has proven practicable and just to both the Government and importers; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association urges upon Congress the incorporation in the forthcoming revision of the tariff law, of an administrative provision adopting in effect the Canadian plan for the assessment of duty on cigar leaf tobacco; and be it further

RESOLVED, That copies of this resolution be forwarded to the House Committee on Ways and Means, and to the Finance Committee.

ANTI-TOBACCO PROPAGANDA.

WHEREAS, The sporadic attacks upon the tobacco industry which have been made for several years have developed during the past twelve months into definite propaganda proceeding from certain recognized sources, and therefore to be reckoned with as a definite menace to our trade; and

WHEREAS, The unnecessary public agitation of this subject on behalf of the tobacco industry serves no good purpose and operates only to incite further attacks; therefore be it

RESOLVED, That a committee of seven members of the National Cigar Leaf Tobacco Association with power to add to their number, of whom four shall constitute a quorum, be appointed by the president to consider what steps should be taken to meet these assaults; and be it further

RESOLVED, That this committee shall be authorized to confer with like committees of other trade bodies in devising measures for the common cause.

FREE ZONES.

WHEREAS, Congress has given consideration to measures providing for the establishment, operation and maintenance of free zones at certain ports of the United States; and

WHEREAS, The business men of the country engaged in domestic industry as well as in the importation and exportation of raw materials are daily becoming more firmly convinced that the interests of the country demand the adoption of a free zone policy; and

WHEREAS, The establishment of free zones should be of great advantage to the cigar leaf grower as it would permit the cleaning, grading, and repacking of foreign leaf at American ports without payment of duty; would enable domestic cigar manufacturers to build up an enormous export trade by combining domestic leaf with duty-free foreign leaf; and would create an unlimited demand for domestic leaf for the making of cigars for export while in no way reducing the tariff protection afforded domestic leaf, or the cigars made therefrom for home consumption; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association again affirm its advocacy of this legislation and earnestly urge Congress to consider these measures either independently or in connection with such amendments as may be made to the customs administrative laws during the prospective revision of the Underwood-Simmons Tariff law; and be it further

RESOLVED, That copies of this resolution be forwarded to the Chairman of the House and Senate Committees on Commerce, the House Committee on Ways and Means, and the Senate Committee on Finance.

THE GARRETT-GREEN BILL.

WHEREAS, The House of Representatives has passed the so-called Garrett-Green Bill, permitting the sale of leaf tobacco by unregistered dealers, provided same pays a tax of 7 cents per pound; and

WHEREAS, Such a measure is directly opposed to the theory upon which comprehensive, not to say drastic, regulations for the supervision of leaf tobacco dealers have been drafted, in that unlicensed, irresponsible parties would be permitted to deal in tobacco taxed at a differential rate much lower than that assessed upon any form of manufactured tobacco; therefore be it

RESOLVED, That this Association protests strongly against the enactment of the Garrett-Green Bill and appeals to the Senate Finance Committee to reject the measure as inimical to the best interest of the tobacco trade and as likely to cause a serious reduction in the revenue derived from manufactured tobacco products.

STANDARDIZATION OF LEAF TOBACCO.

WHEREAS, The Bureau of Markets of the Department of Agriculture, after unavoidable delays, is again taking effective steps looking to the classification and standardization of cigar leaf tobacco, and has retained the services of competent experts to proceed with this work immediately; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association reaffirm its hearty endorsement of the work of the Bureau of Markets and pledges its full co-operation in carrying out the project; and be it further

RESOLVED, That the special committee of the National Cigar Leaf Tobacco Association appointed by the president of the Association pursuant to the resolution adopted at the convention in Lancaster a year ago is hereby continued with full authority to confer with the officials of the Government from time to time and to agree upon an official classification of all the important types of American cigar leaf tobacco; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Secretary of Agriculture and to Mr. Frank B. Wilkinson, of the Bureau of Markets, in charge of the work of standardization and classification.

REPEAL OF THE CANTRILL LAW.

WHEREAS, The Internal Revenue Bureau, pursuant to the regulation for the supervision of dealers in leaf tobacco recently promulgated under the terms of the War Revenue Act, of February 24, 1919, is now collecting statistics with regard to stock of leaf tobacco which are necessarily more accurate than those obtainable from any other source and which, therefore, would form a more reliable basis for the quarterly reports now issued to the trade by the Census Bureau; and

WHEREAS, The quarterly census reports are necessarily inaccurate because of the fact that thousands of small holders of leaf tobacco are exempted by law from reporting to the Census Bureau, the result being a compilation of misleading statistics; therefore be it

RESOLVED, That it is the firm belief of the National Cigar Leaf Tobacco Association that the work of preparing the quarterly reports of stocks of leaf tobacco on hand should be transferred to the Internal Revenue Bureau and the reports themselves compiled from the figures collected by that Bureau, pursuant to the new leaf regulations; and be it further

RESOLVED, That it is the sense of this Association that the Cantrill Act should be repealed for the reasons above set forth, and because the work done by the Census Bureau pursuant thereto is an unnecessary duplication of that of the Internal Revenue Bureau; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Chairman of the Census Committees of the Senate and the House of Representatives.

PORTO RICAN CABLES.

WHEREAS, The cables operating between the United States and Porto Rico have proven inadequate and incomplete, thus menacing the island—the chief of our insular possessions, and the tobacco merchants operating on said island; and

WHEREAS, The cable companies maintain what is known as an urgent service at three times the regular cost, a service primarily not intended for commercial use and not included in its published tariffs, thereby keeping it within reach only of a favored few; therefore be it

RESOLVED, That notwithstanding the fact that these companies are privately owned, yet being public utilities, these abuses should be the subject of investigation and to that end, be it further

RESOLVED, That this subject be placed in the hands of our Washington representative for his action in bringing about the necessary investigations; and be it further

RESOLVED, That the Association's Washington representative is hereby instructed to make appropriate representations in official quarters to the end that existing official wireless facilities shall be made available for commercial use; and be it further

RESOLVED, That this subject be placed also in the hands of the proper committee of this organization for such additional action, either independently or in conjunction with our Washington representative, as they may find in their power to take.

PORTO RICAN SHIPPING.

WHEREAS, The steamship services, both freight and passenger, operating between Porto Rico and the United States has become obsolete and has failed to keep pace with the progress of the island and has ceased to be an adequate and sufficient service, thus inflicting a hardship on the tobacco merchants doing business in Porto Rico; and

WHEREAS, The service has become well nigh intolerable, and a menace to our cigar manufacturers who require Porto Rican tobacco; therefore be it

RESOLVED, That the National Cigar Leaf Tobacco Association in convention assembled, protest this service; and be it further

RESOLVED, That through our bureau in Washington, we endeavor to obtain some relief from this intolerable service, and that it be made the subject of inquiry at the hands of the Shipping Board.

PRICE MAINTENANCE LEGISLATION.

WHEREAS, It has been demonstrated in many instances that ruinous competition and reckless price cutting are as much a menace to the prosperity of the country and the best interests of the consumer, as is uncontrolled monopoly; therefore be it

RESOLVED, That this Association reaffirms the resolutions it has adopted for several years past in urging upon Congress the desirability of the early passage of the measure legalizing contracts between manufacturers and dealers for the maintenance of prices, the business morality of which has been recently affirmed by the courts in the Colgate and Beech-Nut cases; and be it further

RESOLVED, That the Association favors the enactment in this connection of a measure based upon the principle underlying the so-called Stevens Price-Maintenance Bill now pending in the House of Representatives; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Chairman of the House Committee on Interstate and Foreign Commerce.

WHEREAS, The future welfare and growth of the National Cigar Leaf Tobacco Association must depend upon constant accretions to its membership, therefore be it

RESOLVED, That the president shall appoint committees in all the tobacco-raising States and in all the cities in which cigar leaf tobacco interests are represented, for the purpose of soliciting new members.

THANKS TO OFFICIALS.

RESOLVED, That the thanks of the National Cigar Leaf Tobacco Association are hereby extended, for courtesies shown us during the past year, to the Commissioner of Internal Revenue, the Chief of the Tobacco Division, the officials of the Passport Bureau of the State Department, the officials of the Bureau of Markets, and the tobacco experts of the Census Bureau.

THANKS TO OHIO ASSOCIATION.

RESOLVED, That the hearty thanks and deep appreciation of the members of this Association be extended to the Ohio Leaf Tobacco Packers' Association for their splendid hospitality and more than generous entertainment of this convention, which must always remain a pleasant memory with all of us.

NATIONAL CASH REGISTER COMPANY.

RESOLVED, That the thanks of the National Cigar Leaf Tobacco Association are hereby extended to President Patterson and the officials of the National Cash Register Company, for the luncheon and entertainment so generously afforded us on the opening day of our convention; and we take this occasion to express our appreciation of the opportunity to inspect this model industrial establishment.

TRADE PRESS.

RESOLVED, That we express to the tobacco trade journals our thanks for and appreciation of their work during the past year in the interests of the trade.

WASHINGTON REPRESENTATIVE.

RESOLVED, That the Association retains the services of William L. Crounse as its Washington representative at the rate of compensation as heretofore.

After the adoption of the report of the Resolutions Committee the convention then went into executive session for a brief period.

At the close of the executive session, President Weaver then called on the Nominating Committee for a report. Fred Griffin made the following nominations for directors: Morris Hartman, Hartford, Conn.; W. F. Fuller, Hartford, Conn.; John R. Young, Philadelphia, Pa.; Joseph Goldberg, Lancaster, Pa.; C. W. Wobbe, New York; Henry P. Hochstein, Milwaukee, Wis. The secretary was instructed to cast a unanimous ballot for the directors thus nominated.

On behalf of the New York delegation, Joseph Mendelsohn presented the name of I. H. Weaver to the convention for re-election. Acting for the Chicago representatives, A. W. Kaercher seconded the nomination. Mr. Weaver was unanimously re-elected.

The Chicago delegation, represented by Mr. Kaercher, then nominated George Berger, of Cincinnati, for vice-president. Hon. A. B. Hess, for the Lancaster delegation, seconded the nomination. Mr. Berger was unanimously re-elected.

New York, through Joseph Mendelsohn, then nominated Milton Ranck, of Lancaster, for secretary. It was seconded and unanimously carried.

In a speech which referred "touchingly" to the characteristics desirable in a candidate for the office of treasurer, Hon. A. B. Hess, of Lancaster, placed in nomination the name of Jerome Waller. Fred Griffin, on behalf of Hartford, rose and stated that it was with deep regret that he seconded it. Mr. Waller was unanimously re-elected treasurer.

President Weaver then announced that the chair was ready to receive suggestions regarding the meeting place of the next convention.

On behalf of Hartford, Fred Griffin took the floor and extended an invitation for the delegates to meet in Hartford, Conn., next year. Mr. Griffin tied a string to the invitation by saying that Chicago and Milwaukee must send at least twenty men next year. The invitation was accepted.

W. D. Spalding, president of the Allied Tobacco League of America, was next introduced to the convention, and he made a stirring appeal to the convention to watch the anti-tobacco propaganda and to prepare to defend their business interests. Mr. Spalding emphasized the belief that the industry could not afford to remain latent in the present situation and that some immediate steps for defense should be taken.

A telegram was sent to Charles Fox, expressing regret that he was not able to attend the convention.

On a resolution presented by Joseph Goldberg, of Lancaster, the convention rose and stood in silent tribute for a moment to the memory of Joseph Hoover, of Lancaster, and John Staun, of Cincinnati, leaf tobacco men who have "gone West."

Suggestions were offered as to methods for increasing the membership of the association. Comment was made on the splendid work of the present officers who had succeeded in getting Wisconsin, Florida and New York State represented in the association.

The convention then adjourned to meet in Hartford, Conn., next year.

Tuesday evening there was staged the crowning event of the convention—THE BANQUET. Here again the good work of Messrs. Stern, Lukaswitz and Solliday was in evidence. Besides providing a rare feast, perfectly served amid the finest of decorations, there was entertainment to please the most jaded appetite. Music and a cabaret offered plenty of diversion.

But the feature—at least in the minds of many—was the master conception of the Dayton Triumvirate, which found expression in the pig-skin wallets that lay beside the plate of each guest. Only one who has lived in the Saharas of New York, New Jersey or Pennsylvania could appreciate the great boon conferred by the nimble minds that filled the vials in the wallets with those liquids, the fragrance from which took one away to "far Cathay" and other days.

The Hon. R. W. Baggott, of Dayton, spoke on the subject of personal freedom, through all of which ran threads of humor. Others who favored with brief addresses were President I. H. Weaver, W. L. Crounse, Henry Hochstein, Fred Griffin, Benno Rosenwald, Hon. A. B. Hess and Joseph Mendelsohn.

The trade press owes its thanks to the N. C. L. T. A., and to W. L. Crounse in particular, for the very prompt manner in which they were furnished with all copies of resolutions and letters, etc., and for the apparent effort which the executives of the convention made to see that the work of the trade press was facilitated in every way.

"A real convention and a real association," that was the way many of the visitors described the Twenty-second Annual Convention of the National Cigar Leaf Tobacco Association.

Among those present were:

Geo. Berger, Cincinnati, O.
Wm. S. Brill, New York, N. Y.
Fred Block, New York, N. Y.
W. L. Crounse, Washington, D. C.
Jerry Connors, Hartford, Conn.
B. P. Conkling, Greenville, O.
H. B. Coulter, Newark, O.
Chas. Duignan, New York, N. Y.
W. Dickerson, Edgerton, Wis.
Wm. Fuller, Hartford, Conn.
S. A. Fassler, Hartford, Conn.
M. J. Gans, Hartford, Conn.
Howard F. Dittenhoefer, Lancaster, Pa.
Morris Rosenthal, Lancaster, Pa.
B. Schwarz, Ephrata, Pa.
H. B. Mumma, Lancaster, Pa.
J. H. Mumma, Lancaster, Pa.
E. L. Nissly, Florin, Pa.
E. J. Nissly, Florin, Pa.
Capt. J. Goldberg, Lancaster, Pa.
Herbert R. Weaver, Lancaster, Pa.

J. Kohn, Hartford, Conn.
Fred Griffin, Hartford, Conn.
Henry Oppenheimer, New York, N. Y.
Henry Rothenberg, New York, N. Y.
J. M. Rosenthal, New York, N. Y.
B. Rappaport, Hartford, Conn.
Benno Rosenwald, New York, N. Y.
Harry B. Rothschild, New York, N. Y.
John H. Rohrer, Germantown, O.
W. Staun, Cincinnati, O.
G. W. Stewart, Hartford, Conn.
N. A. Shepherd, Hartford, Conn.
M. P. Shlessinger, Cleveland, O.
Theo. Sternemann, Milwaukee, Wis.
Geo. A. Schnath, Chicago, Ill.
Paul Semon, Cleveland, O.
A. C. Hiller, Chicago, Ill.
C. M. Hipple, Philadelphia, Pa.
A. W. Kaercher, Chicago, Ill.
H. M. Kipp, Hastings, Neb.
Percival Lowe, New York, N. Y.
C. Lukaswitz, Dayton, O.
B. M. Mowery, Lancaster, O.
C. F. Meyer, Chicago, Ill.
Fred Miller, Cincinnati, O.
Chas. Meissner, New York, N. Y.
Jos. Mendelsohn, New York, N. Y.
A. McIntosh, Edgerton, Wis.
Wm. McIntosh, Edgerton, Wis.
S. Major Newburgh, Hamilton, O.
I. H. Weaver, Lancaster, Pa.
L. H. Nolt, Lancaster, Pa.
H. P. Taylor, Lancaster, O.
Milton H. Ranck, Lancaster, Pa.
B. F. Hoffman, Lancaster, Pa.
J. W. Dittenhoefer, Lancaster, Pa.
Will G. Fritz, Lancaster, Pa.
Chas. Hess, Lancaster, Pa.
John F. Weaver, Lancaster, Pa.
Jacob Bowman, Lancaster, Pa.
J. S. Siegrist, Mt. Joy, Pa.
Hon. A. B. Hess, Lancaster, Pa.
J. G. Frolich & Son, Lancaster, Pa.
J. W. Brenneman, Millersville, Pa.
Ray Heiland, Lancaster, Pa.
Benj. F. Good, Lancaster, Pa.
Leo Tuska, Chicago, Ill.
W. B. Wentworth, Edgerton, Wis.
Jerry Waller, New York, N. Y.
Jos. Wedeles, Chicago, Ill.
P. Wasserman, New York, N. Y.
Carl Wobbe, New York, N. Y.
J. R. Young, Philadelphia, Pa.
R. A. Heiland, Dayton, O.
Jos. Muer, Detroit, Mich.
H. P. Hochstein, Milwaukee, Wis.
M. E. Stern, Dayton, O.
C. H. Solliday, Dayton, O.
Nic Guenther, Cincinnati, O.
Chas. Toll, Lancaster, Pa.
Sam Grabosky, Philadelphia, Pa.
L. Grabosky, Philadelphia, Pa.
John L. Fielding, New York, N. Y.
Henry Fisher, New York, N. Y.
Julius Fryer, Cleveland, O.
Harry Jaskulek, Dayton.
J. R. Reynolds, Elmira, N. Y.
Wm. Stroup, Dayton, O.
Fred Stroup, Dayton, O.
L. A. Wheeler, Troy, O.
O. W. Kincade, Troy, O.
Geo. Hoffman, Lancaster, Pa.
A. Brudna, Cleveland, O.
A. B. Hostetter, Dayton, O.
Omar Hostetter, Dayton, O.
M. F. Snider, Washington, D. C.
E. Wilkinson, Washington, D. C.

Among those who attended the banquet given Tuesday evening at the Hotel Miami were:

D. C. Albert,
Ira C. Albert,
Hon. R. W. Baggott,
Geo. P. Bailey,
W. O. Banker,
R. E. Behringer,
E. E. Burkhardt,
Alvin Burnett,
T. B. Christopher,
W. T. Davis,
Chas. Earley,
Roy Ehrhart,
C. C. Ehrhart,
John F. Ely,
Jos. Endress, Jr.,
O. J. Emrich,
W. T. Estes,
J. Flnspach,
George Greis,
Robert Geubbe,
Thomas Holzman,
Nathan Jaskulek,
W. O. Joslin,
W. E. Kellar,
F. A. Kearn,
W. A. Keyes,
Bert Klopfer,
S. M. Krohn,
Leopold Louis,
Jacob Littwitz,
Wm. Max,
National Leaf Tob. Co.,
Henry Newburgh,
H. S. O'Neill,
W. S. O'Neill,
Alex. Pappenheimer,
C. S. Rife,
A. N. Rife,
E. S. Roby,
A. J. Ross,
G. S. Rothenberg,
Herman Rothenberg.
R. S. Saunders,
Clarence Schreel,
H. B. Smith,
H. H. Snyder,
H. C. Stern,
Harry Taylor,
Harry Tritig,
L. A. Timmen,
Chas. Toedtmann,
A. G. Tooley,
Richard Wayland,
Ira N. Weiser,
F. B. Wilkinson,
Edward Williams,
Tom Winbigler,
Allen Wright,
O. M. Wallon.

JESSE A. BLOCH NEW T. M. A. PRESIDENT

At a meeting of the Board of Directors of the Tobacco Merchants' Association, held at the New York offices on June 3rd, the Hon. Jesse A. Bloch, of Bloch Bros. Tobacco Company, Wheeling, W. Va., was elected president of the Association.

Charles J. Eisenlohr was nominated for re-election as president, but declined, stating that two years is enough for one any one man to serve.

President Eisenlohr's Report to T. M. A. Convention

PRESIDENT'S ADDRESS.

Gentlemen of the Convention.

Four years have elapsed since the first National Tobacco Men's Convention, called by the Tobacco Merchants' Association of the United States, was held. Since then, Mr. Jacob Wertheim, the first President of the Association, whom I had the great honor to succeed in office, resigned to devote all of his time to philanthropic activities. It was with extreme difficulty as you know that Mr. Wertheim was prevailed upon to accept the presidency of this Association. But once assumed, that office became to him a trust of which he acquitted himself in splendid fashion.

In losing his active co-operation as President, the Association has suffered a distinct loss. Intimately associated as he has been with the tobacco trade for many years, his ability, knowledge and executive force rendered him extremely valuable to the Association. Upon the retirement of Mr. Wertheim, on the nineteenth day of February, 1918, the Board of Directors saw fit to honor me with the leadership of the Association and it has been my genuine ambition to prove myself a worthy successor.

Our original plans to hold annual National Conventions were rudely disrupted by the entrance of the United States into the World War in April, 1917, just as arrangements for our second annual meeting were approaching completion. The Board of Directors, deeming it unwise in the then existing crisis to divert many of the captains of our industry from their important war activities to attend a trade Convention, unanimously decided to subordinate the advantages and benefits of such convention to the sacred and solemn duty of devoting every moment of our time, our attention and our energy to the prosecution of the war. We accordingly refrained from calling such conventions throughout the war.

THE TOBACCO INDUSTRY AND THE WAR.

Since our gathering in this city four years ago, we have experienced strenuous and trying times. Conditions rendered it imperative that all should stand as a unit behind the government to the end that success should crown the efforts of American arms in the great struggle to preserve civilization from destruction. Immense problems arose daily, chief among which was the prosecution of the war with the single idea—to succeed. In the intensive work of preparation, the raising and equipping of an army of four millions of Americans for service abroad, and the financing of the greatest fighting machines the world has ever known—the American Army and Navy—every true American concentrated his energy upon the one absorbing national purpose; to win the war. In this grand work the tobacco industry of the United States shared nobly and well.

The tobacco men of this country subscribed for more than $100,000,000 of Liberty Loan Bonds and succeeded in raising vast sums for the Red Cross and other war funds, a record that our industry may well be proud of. Filled with patriotic zeal, the members of various war committees of the tobacco trade exerted themselves to the utmost toward the accomplishment of the self-imposed tasks to which they were devoted; and the record achieved by them will ever reflect honor upon our industry. Without the slightest thought of personal reward for their self-sacrificing labors other than that they might aid in the great work of crowning American arms with victory, they worked unremittingly; and their noble co-operation sheds a halo of glory not only upon themselves, but upon the tobacco industry at large.

For this public record of sterling Americanism made by the Tobacco Trade no little credit is due to the Tobacco Merchants' Association and to the untiring efforts of its Secretary, Mr. Charles Dushkind. It was through the instrumentality of the Association's equipment brought into full play by and under the management of its Secretary that it was possible to secure concentration of such war work and war activities of tobacco men acting as members of our industry, as to enable them to achieve the results of which we all are justly proud.

Of the industries represented in the rank and file of the American Expeditionary Forces in Europe, none made a finer showing in point of numbers and grandeur of accomplishment than the thousands of men recruited from the great tobacco industry. Not only did the humble workers in every branch of the tobacco industry rally to the colors, but executives of great corporations, men of wealth and affairs and of high standing, of genius and culture, went forth to suffer and die for their flag.

Even as the men identified with the tobacco industry in all its ramified branches fought and died for their country, so did the women of our industry respond, nobly and willingly, to the performance of their "bit." As nurses at the front, in the field and base hospitals, in the huts behind the firing lines, in the Red Cross contingents, recreation centres—wherever the tender ministrations of the noblest American womanhood were needed to alleviate the pangs of the dying, to cheer the wounded and to comfort by kindly words and deeds our doughboys as they marched, singing, to the trenches, the women identified with the tobacco industry, devoted themselves with unbounded loyalty to the sacred cause.

I allude to the valorous part played in the war by those identified with the tobacco industry not in a vain-glorious spirit, but because simple justice demands that our industry receive due credit for its share in and contribution to the prosecution of the world war. Surely this war has placed the tobacco industry of the country on a plane of greater usefulness to mankind, and should render it less liable and less pregnable to the attacks of intolerant partisans who in their blind puritanism would deprive, if they could, the citizens of this great country of the greatest solace known to mankind.

THE EVOLUTIONS IN OUR INDUSTRY CAUSED BY THE WAR.

Our industry in common with all other industries has naturally undergone great changes as a result of the war. The Internal Revenue taxes on tobacco have been increased from about $70,000,000 to the huge sum of approximately $400,000,000 per annum. In addition the cost of labor, the prices of leaf tobacco and all other material required in the manufacture of the finished article have advanced to abnormal proportions with the result that the prices of tobacco products, like those of all other commodities have necessarily advanced.

But no one can charge the Tobacco Industry with profiteering. While the prices of other commodities have risen during the war, and since then, from 100 to 300 per cent., the advances of prices of tobacco products to the consumer have thus far averaged less than about 75 per cent.

Moreover, as stated by the War Industries Board in its official "History of Prices During the War," it was not until the latter part of 1917, three years after the outbreak of the war and two years after the beginning of the general rise in prices that the price of finished tobacco products first began to advance, although the cost of production had been constantly advancing for almost two years.

It must be apparent therefore that the tobacco industry has suffered heavy financial losses as a result of the war. Not only have our normal pre-war profits thus been substantially diminished but, as a result of only the most moderate increase in prices, the consumption of the products of at least two branches of our industry has been reduced to no little extent. I refer to cigars and tobacco.

Thus, taking the fiscal year ending June 30, 1917, before our prices began to advance, as a basis, we have the following figures showing the result of the new conditions.

CONSUMPTION DURING FISCAL YEAR ENDING JUNE 30.

Cigars.	
1917	8,266,770,593
1918	7,784,300,180
1919	7,110,877,600
Tobacco and Snuff.	
1917	481,440,057 lbs.
1918	452,684,669 "
1919	411,854,264 "

That this drop in the consumption of cigars and tobacco is due to the advances of prices, even though these advances are far below the rise of other commodities, is clearly manifested by the extensive shifting of the cigar trade in 1919, from the Class B Grade to Class A grade of cigars, as shown by the following figures:

Cigars Withdrawn for Consumption.
(Calendar Years.)

Class	1918	1919
A	1,185,157,115	2,005,378,437
B	4,444,857,140	2,897,367,630
C	1,797,633,100	2,263,063,880

True, the figures also show some shifting of smokers from the Class B grade to Class C, the more expensive grade, but this is due partly to the prosperity that this country is enjoying and partly to the close proximity of prices between Class B and Class C cigars.

At any rate, from the year 1917, the last year under the pre-war tax rates, to 1919, the year under the last War Revenue Law, there has been a decline in the consumption of cigars to the extent of 14 per cent. and in the consumption of tobacco to the extent of 14 per cent., whereas there would have been an increase under normal conditions in the sales of both commodities.

It is significant, however, that while the consumption of cigars and tobacco was materially lessened under the increased taxation with consequent higher prices, the consumption of cigarettes made substantial gains. I believe this is another circumstance showing the loss of business from advancing prices—as many of the cigar-smokers shifted from the most popular Class B cigars to cheaper cigars, so did a great many users of cigars turn to the less expensive form of tobacco, namely, cigarettes.

The lesson that we learn from these figures is that any further increase in taxation is likely to have a most serious effect upon our industry.

Figuring that our industry is now paying approximately $125,000,000 a year in Internal Revenue and Customs, an increase of over 200 per cent. of the amount paid prior to the enactment of the first War Revenue Act, there can be no reasonable argument for any additional taxation.

It is self-evident that a tax in order to yield the desired revenue must not be heavier than the business can stand. If it is raised above that limit, it ceases to be a tax for revenue, and it becomes a tax for prohibition, and instead of providing the additional revenue that the Government is looking for, it may even reduce the receipts, realized under a moderate tax rate, and destroy the industry taxed besides.

That the tax burden now carried by our Industry is all that the industry can bear is clearly demonstrated by the loss of business that we have already suffered as a result of the forced advancement of prices, even though moderate, as they were.

And, it must be remembered that our prices were advanced in times when the prices of all commodities were rising by leaps and bounds, when the public was ready to pay more for everything, and when the people were prepared to spend liberally for the things that they wanted. But, conditions have changed. The public is now looking for general reductions in the cost of commodities. The press throughout the country is clamoring for lower prices and public agitation against the high cost of living is going on all over the land. How would it be possible under present conditions to make any further advance in the price of tobacco products without suffering further loss of business?

Yet, in spite of this situation, an effort is now being made to again raise the taxes on tobacco products.

We must protest against the imposition of any further burdens upon our industry. Surely we cannot add one cent to the present prices of tobacco products without jeopardizing our business. Nor would it be possible for the manufacturers to stand any additional taxation without impairing the value of their investments to a serious extent.

The Tobacco Merchants' Association will, of course, make every proper effort to frustrate any attempts to impose additional taxation upon our products, but we must have the support and co-operation of the entire industry, which I know will be enthusiastically extended.

The new conditions thus created by the war have presented many difficult problems which this Convention will properly undertake to deal with. I do not know whether this Convention will succeed in reaching satisfactory solutions of all these problems. In fact, I scarcely believe that such an achievement is possible. But whether or not we shall succeed in eradicating all the evils that the industry is suffering from or in reaching satisfactory solutions of all problems with which we are confronted, surely the discussion of our various difficulties at this Convention or in the respective Committees, cannot but lead us all to a better understanding, to friendlier business intercourse, and to a more satisfactory management of our great business enterprise.

ANTI-TOBACCO AGITATION.

One of the important problems that we are to deal with at this convention is the Anti-Tobacco Agitation.

The ever increasing agitation directed at the tobacco industry makes it imperative that this convention take salutary action designed to counteract the baneful influence of this propaganda upon the public mind. In this connection, I desire to remind you, and to impress upon your forcibly, that there is at present not the slightest basis for fear that the great tobacco industry of this country will be destroyed as a result of this hostile agitation. But as the wise man is he who plans to defend his stronghold when his enemies begin to plan to attack it, so it behooves us to carefully study the situation which confronts us, and even if it be found that the anti-tobacco crusade is in our opinion not in all respects a foeman worthy of our steel, nevertheless, to employ every honorable means at our command to safeguard the interest of our industry.

Some years ago, you will remember, a systematic crusade was conducted by so-called reformers against the cigarette. The propaganda of that crusade was carried beyond the point of credulity, and finally, when confronted by scientific tests and the common intelligence of the public, it collapsed.

The achievement of nation-wide prohibition left the anti-liquor organizations without a mission, and threatened their thousands of orators, agitators, press agents and field workers with the loss of lucrative situations. These have now turned their attention not only to tobacco, but to tea, coffee and some harmless amusements as well.

The agitation against tobacco is directed not only against cigarettes, but against tobacco products of every kind. To quote from one of their official bulletins:

"A campaign must be waged against the cigarette, the pipe and the cigar until tobacco is buried in the same grave with John Barleycorn."

Of course, tobacco and liquor cannot and will not be buried in the same grave any more than a square plug can be fitted into a round hole.

Tobacco does not excite or intoxicate, but it soothes and pacifies. Tobacco does not incite the commission of crime, but it promotes sober deliberation and moral contentment. Tobacco does not lure men from the fireside, but it cements family ties and adds immeasurably to the harmony of the home. Tobacco was not banned to the soldiers in time of war, but it was approved by the War Department, and was eventually rationed to the men along with their coffee and food.

The elements, which constituted the "dramatic appeal" for prohibition, are as a matter of common knowledge, utterly lacking in the case of cigars, cigarettes or tobacco in any form, with the result that the new crusade is based chiefly on the question of health and hygiene. Surely this onslaught will crumble now as it did once before under the infallible test of scientific examination and analysis.

Under these circumstances, it is certain that neither the public sympathy nor the philanthropic support which helped the prohibitionists, will be accorded any movement against tobacco. Indeed, we have every reason to believe that the present gale of vilification will blow itself out and die unnoticed at the feet of scientific truth and intelligent public opinion.

Nevertheless, and though entirely confident of the final outcome, the situation is one that demands the utmost vigilance and the most serious consideration. It is time for every one, in all divisions of the tobacco industry and its allied industries to constitute himself a guardian of the personal liberty involved in this issue, working for the common good and through a common center.

Crusades, whether they are animated by genuine desire to correct existing evils, or are projected by self-serving individuals, gather momentum and sometimes, unless checked by intelligent and judicious opposition, sweep all before them. In so far as the anti-tobacco movement is concerned, it is of supreme importance that our industry concentrate all its energies to combat its influence. That the claims of those who inveigh against tobacco are wholly without foundation has been proved time and again by famous chemists, physicians, toxicologists, physiologists, soldiers and experts of every nation and clime. That they have given tobacco a clean bill of health and pronounced it a great Good-given boon to mankind, has not lessened the activities of those opposed to it, but on the contrary, seems to have stimulated their antagonism.

While we have no quarrel with honest reformers, we find it necessary, to protect our own interests, to make vigorous reply to the false and misleading statements contained in the anti-tobacco propaganda that is being spread throughout the country.

During the war, as you are aware, one of the most patriotic of the activities in behalf of the American doughboys at the front was the supplying of cigars, cigarettes and tobacco to our troops. To that end, in response to the appeal of General Pershing for "smokes" for the boys which, he said, was as important an essential as food, scores of newspapers throughout the country, many religious bodies, the Young Men's Christian Association, organizations of women, the Red Cross, the Salvation Army, the War Community Service—in fact, every organization identified with war activities, made appeals for tobacco in every form for distribution among our troops. All of these activities were heartily encouraged by the Government. Yet in spite of this universal recognition of tobacco as a war essential next only in importance to food, one of the anti-tobacco leaders stated publicly that "if the White House band had not sold out to the American Tobacco Trust, cigarettes would not have been distributed among the American forces!"

It is, of course, unnecessary for me to attempt to defend the President of the United States, the Secretaries of the Army and Navy, the hundreds of patriotic societies, the thousands of charitable workers, the hundreds of newspapers and magazines, the millions of patriotic citizens that supplied the American troops with tobacco. The glorious achievements of the war and our doughboys themselves, who would have found conditions at the front unbearable without their "smokes," answer this slanderous charge most effectively.

The attacks of the Anti-Tobacco Agitators just now seem to be concentrated mainly against the Cigarette, but as before stated, let no one connected with any of the other branches of our Industry permit himself to be misled into the belief that the elimination of the Cigarette is the only object, of these crusades.

We must realize that the "reformers'" assaults upon Cigarettes, if successful, will be followed with attacks upon every form of Tobacco as well as upon tea, coffee, dancing and other harmless and popular indulgences.

Moreover, as to whether or not the Cigarette is the only object of these intolerant reformers is entirely immaterial. The Cigarette business is an inseparable branch of the Tobacco Industry and it is incumbent upon the entire Industry and upon each and every branch of it to stand solidly behind every division of the trade. ONE FOR ALL and ALL FOR ONE is the principle that we must all follow when any member of the Tobacco family is under fire.

Too much emphasis cannot be laid upon the fact that when any part of our Industry is under attack, we must all rally to its support, and that if any element of our great commercial enterprise should be forced to fight for its existence, we must all line up solidly in its defense.

That the Industry will act as an inseparable unit in every movement that may be necessary for the preservation or vindication of any branch of it, there can be no question. In fact, what we must guard against, is not lack of apathy or a want of activity on the part of the members of our Trade but, on the contrary, against too much activity, against uncalled for, unnecessary and ill-advised aggressiveness in defense of our Industry.

Thus the lively activities on the part of tobacco men, as well as trade organizations, throughout the country, have recently made it necessary for me to issue an official statement, cautioning the trade against independent, ill-advised and untimely activities, and assuring it that if and when the time shall come for action, this Association will be found fully equipped to handle the situation. I believe it will not be amiss at this point to quote the following paragraphs from the statement referred to.

> "It is of course highly gratifying to note the intense interest and the passionate desire for aggressive action shown by our trade associations as well as by many of the leading factors in our Industry, but I cannot lay too much stress upon the fact that this agitation is not directed against any particular locality or against any particular branch of our Industry. It is aimed at the whole TOBACCO INDUSTRY and against every form of tobacco.
>
> "If, therefore, the agitation should ever reach a stage where it might properly be termed a 'fight' it would mean a 'fight' of the entire Industry, and not merely of any one branch of it in any one section of the country. Hence, a situation of this kind can only be properly and effectively dealt with by a NATIONAL ORGANIZATION representing all branches of the Industry.
>
> "Therefore, speaking as President of the Tobacco Merchants' Association of the United States, I must say that while I fully appreciate the spirit which has prompted the activities already displayed, and earnestly solicit the support and co-operation of the entire trade and all its organizations in this, as well as in all our activities, I deem it of supreme importance to issue this caution against independent and ill-advised activities which, although conducted with the best of intentions and aimed at our common object, may nevertheless result in reactionary effects, unless guided by a central body having a well-defined policy and a carefully mapped out plan of action to be followed by the entire trade.
>
> "The Tobacco Merchants' Association is not only earnestly inviting advice and suggestions from all interested parties, which needless to say will receive most thoughtful consideration, but I beg to assure the Trade and all concerned that when and if the time for aggressive action on the part of our Industry shall come, it will act with due promptness, and will not hesitate for a moment to call upon the trade organizations and the trade in general, as well as on every important factor that can be of service in the matter, for the support and co-operation that we know will be cheerfully extended."

Undoubtedly the great majority of the people of this country are opposed to any movement which will further abridge their fundamental rights to enjoy the gifts of nature to mankind. If it is possible to legally restrain the people from the unrestricted use of tobacco, it is possible to deprive them of tea or coffee, regulate the styles of clothes they shall wear, prescribe rules for popular entertainment and recreation and abolish such plays and motion pictures as fail to meet with the requirements of radical antis in every walk of life who oppose everything that does not conform to their own views. The very objects for which this great Republic was founded would, if such legislation were accomplished, be subverted and personal liberty be sacrificed beyond hope of resuscitation!

"Tobacco Cure" Advertisements.

The traffic in so-called tobacco cures has become wide-spread throughout the country and it will be surprising to note that within a period of six months advertisements of such so-called cures have filled about 300,000 lines of space in more than 400 different newspapers.

Of course, if the use of tobacco constitutes an undesirable habit which some people may wish to be cured of, and if there are compounds or remedies that really effect such cures, we could not consistently, and in fact, would not find fault with the exploitation of such articles. Nor should we be very much concerned over the sale of alleged cures that do not even possess a tendency to cure, but we do object most strenuously to the vilification of our industry, as well as the users of our commodity, and to the false and scandalous statements against the use of tobacco contained in the so-called cure advertisements.

The main danger in these so-called cures lies not in their attempt to cure tobacco users of the tobacco habit, but in the psychological effect of the extensive advertising and the hundreds of thousands of circulars that they are distributing throughout the country, vilifying the tobacco industry, poisoning the minds of tobacco consumers, and furnishing fuel to the professional anti-tobacco agitators.

The tobacco industry is entitled to be protected from the false, fraudulent and scandalous statements that are being spread broadcast throughout the United States, attacking not only the tobacco industry, but slandering and vilifying the millions of tobacco users in a most shameful fashion.

Not speaking of the injury to the tobacco industry, which is spending millions of dollars yearly in legitimate advertising in newspapers throughout the country, surely fairness to the public requires that newspapers refrain from publishing advertisements containing scandalous and vilifying statements against a legitimate commodity, recognized throughout the world as a solace and comfort to its users. Yet it is amazing to see in some of the papers, on one and the same page, a display advertisement of a brand of tobacco followed by an advertisement of what purports to be a tobacco cure, printed in the disguised form of a news item or other form of reading matter, in which almost every ailments known to mankind is ascribed to the use of tobacco in any form.

Clearly, we have a right to protest against such inconsistency. If the use of our commodity is in fact injurious, if the evils or any of them charged against tobacco in some of the "cure" advertisements are really attributable to tobacco, all advertisements of tobacco should be barred by the newspapers. If, on the other hand, tobacco, as is universally recognized, is a legitimate and harmless and in fact, beneficial article, then these newspapers should carefully scrutinize such cure, advertisements and reject those that are false and deceptive and which scandalize our product and the millions of its users.

(CONCLUDED IN JUNE 15 ISSUE)

THE Foreman of the Cigar Factory equipped with Model M Universal Tobacco Stripping and Booking Machine wears an all-day smile. The employees are contented because the Universal lessens labor and increases efficiency. The boss is pleased because the Universal cuts down the pay roll, saves space and eliminates the scrap of hand-stripping. The "Better Cigars" made possible by the Universal mean *bigger sales* and a *busy factory* the year round.

More than fifteen hundred progressive cigar manufacturers are "cashing in" on Model M Universal. Learn what it will do for you through our descriptive catalogue. Send for it and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

Paris, France, 18 Rue de l'Echiquier
Geneva, Switzerland, Case 220, Mt. Blanc
London, E. C. 2, England, 19 Bishopsgate
Manila, P. I., Kneedler Bldg.

FOREIGN SALES OFFICES:

Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Sydney, Australia, 10 Pitt Street

Buenos Aires, Argentine, Transoceania 158 Aeconquista
Madrid, Spain, Zorrilla 9
Slagelse, Denmark, Slotalleen, 3

(Continued from Page 14)

Senator Manuel A. Suarez, of Cuba, spoke of the growing commercial relations between the Island Republic and the United States, and in a few words thanked the T. M. A. and expressed the pleasure that he and his associates experienced in being present at this great gathering of the industry.

C. S. Richardson, representing the Canadian Cigar and Tobacco Journal, and also editor of the "Canadian Cigar and Tobacco Journal," referred to commercial relations between Canada and the United States and the great tobacco purchases made by their factories in the United States markets. He paid tribute to the work being done by the T. M. A.

Col. F. W. Galbraith, Jr., was introduced by President Eisenlohr, who added to his remarks by reading orders citing him for bravery. The speaker was overwhelmed by the reading of the citations and for a moment could not speak. He had been decorated by the United States, France and Belgium, and these tributes to his splendid fighting qualities could not in justice have been overlooked.

When Col. Galbraith did speak he said that tobacco was the most desired of all things, excepting ammunition and food, and that when going into action and soldiers rid themselves of every possible burden, that no soldier ever threw away tobacco. He paid high tribute to its value to the fighting men, and his words will long be remembered by those who heard him speak.

Thursday morning the second session of the convention was called to order by President Eisenlohr and Hon. Jesse A. Bloch, chairman of the Committee on the State of the Industry, presented his report, which was read by Secretary Dushkind and unanimously adopted by the convention.

The reports of other committees followed and their resolutions (printed on another page) were read to the convention.

President Eisenlohr expressed his regret at the failure of the Executive Committee to appoint originally a Jobbers' Committee. They met, however, on Wednesday afternoon, and J. Vipond, Jr., presented a report to the convention which suggested further co-operation on the part of the T. M. A. in organizing the jobbers.

Angel L. Cuesta spoke on behalf of the Tampa cigar manufacturers, and stated that the present strike was a fight to the finish, explaining the conditions and reasons for the same. He said that the cigar manufacturers had a complete organization and that the factories would remain closed until the situation was adjusted in accordance with open shop principles.

S. Bijur brought out the sentiment of the convention by moving for a resolution to recommend the re-election of President Eisenlohr. The resolution was approved without objection from the chair.

M. L. Canle, Pablo L. Perez and Manuel A. Suarez all spoke for Cuba and expressed their appreciation at being present and assured the T. M. A. of their support in all activities in which they could participate.

C. S. Richardson, representative of the Canadian Cigar and Tobacco Association, expressed the hope that the United States and Canadian tobacco associations might co-operate in fighting the anti-tobacco propaganda.

J. A. Guedalia presented a letter from his son in Columbia University, asking for a scientific treatise defending the use of tobacco. This seemed to amuse the convention. Mr. Guedalia said that what the tobacco man needs is a trained nurse to keep him on his feet during all his troubles.

Col. W. F. Galbraith, Jr., moved a resolution thanking Preston Herbert for his work as chief of the tobacco division of the Quartermaster's Department during the war. Thanks was extended by a rising vote of the convention.

The necessity for organization of the jobbers of the country was emphasized by Geo. Melhado, of Boston, who pointed out that they are already functioning with success in several cities.

Arthur Esig, of the Metropolitan Tobacco Company, said that organization of the jobbers meant price agreements and that such were illegal. He emphasized that price-cutting could be met by rendering service.

The work of Secretary Dushkind was given endorsement by the convention, and President Eisenlohr added a personal tribute.

After the reading of a letter from E. M. Davis, of Boston, which was referred to the Executive Committee, the convention was adjourned.

REPORT OF CIGAR MANUFACTURERS' COMMITTEE.

Your committee, covering the problems of cigar manufacturers, boxmakers, lithographers, etc., held its group meeting in the convention hall at 2.30 P. M. Wednesday. A hearing was given to all members of the cigar industry on all subjects coming under this classification and which was participated in by a large attendance of delegates.

Following the opening hearing, the concensus of opinion of the group meeting was discussed with the following result:

RE-USE OF CIGAR BOXES.

RESOLVED, that the Tobacco Merchants' Association of the United States, after due and careful consideration, is opposed to the re-use of cigar boxes.

CLASSIFICATIONS OF CIGARS.

WHEREAS, it has been suggested that an effort be made to extend the Revenue Stamp Classification of Class B so as to include cigars retailing at 9c.

RESOLVED, that it is the opinion of this convention that it would be injudicious to take any action on this matter at this time.

CARLOAD RATES ON SHIPMENTS OF CIGARS.

RESOLVED, that the matter of the advisability of securing special rates for carload shipments of cigars, which has been discussed before your committee, be referred to the Traffic Department of the Tobacco Merchants' Association of the United States.

ALLOWANCE OF TOBACCO.

Regarding the allowance of leaf tobacco, stripped and unstripped, per thousand cigars, it is the opinion of your committee that no recommendation for new rulings or legislations are required, since it is the experience of cigar manufacturers that the Internal Revenue Department will at all times be fair and reasonable in adjusting any excess of tobacco used above the quantity as now prescribed by the Internal Revenue Regulations.

CIGAR BOX TRADE AND THE DEPARTMENT OF JUSTICE.

Regarding the suggestion of Mr. J. J. Palmer, of the Department of Justice of the United States, who was present and courteously invited the members of this association to call at the office of the Department of Justice and lay before that department any facts in their possession that may serve the purposes of an investigation of the cigar box industry, we hereby extend to Mr. Palmer our thanks and appreciation on behalf of the Tobacco Merchants' Association.

ADDITIONAL STATUTORY PACKAGES.

Regarding the proposition to secure the passage of legislation providing for statutory packages of cigars in addition to those already provided for by the Internal Revenue regulations, there was no response to the invitation of your committee for a discussion of this matter; we therefore make no recommendation concerning it.

Respectfully submitted,

D. EMIL KLEIN,
Chairman.

Time Means Money—So Does Floor Space

Corrugated Fibre Shipping Cases

FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

Save Time, Money and Floor Space

Your clerks can seal and tape corrugated fibre cases much more quickly than wooden ones. The saving in time is considerable. Make a test and satisfy yourself.

Our corrugated fibre shipping cases are just as strong and much lighter than wooden ones. This means money saved on transportation charges.

With the high rentals prevailing today every square foot of floor space means money. Corrugated fibre boxes reach you in flat bundles and can be stored that way until needed. They are easily and quickly set up Wooden boxes waste time, money and use more help than necessary.

Corrugated Fibre Shipping Cases Cost Less Than Wooden Boxes

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

Ship the Modern Way With Corrugated Fibre Shipping Cases

If you are not already using them, tell us what you ship and how you ship it, and we will mail you sample box best fitted for your purposes, and show you **a big saving in costs.**

Investigate "the best corrugated fibre shipping cases" now, and write us, mentioning THE TOBACCO WORLD.

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

"WINS BY A NOSE"

PRINCE HAMLET

CIGARS

WE'RE a "nose ahead" on the "home-stretch" of demand for Prince Hamlet Cigars and coming stronger every minute in the Advertising Field. Prince Hamlet "Cops the Coin" in every "smoke appetite test" your customers impose.

PRINCE HAMLET

2 for 25c.—15c.—25c.

Also 10c. and 11c. sizes

The Well-Balanced Satisfying Smoke

will be a "Winner" in its Class for you! *Watch the "returns"*

BAYUK BROTHERS

Manufacturers of the Famous "Mapacuba" Cigars

PHILADELPHIA

New York, 119 Lafayette Street Phone, 3166 Franklin

TRADE NOTES AND NOTICES

Peter Sandler, 562 Seventh Avenue, New York, is said to have a cigar stand two feet by four feet. If there is any smaller one we have not heard of it.

The 1920 convention of the National Association of Employing Lithographers will be held at French Lick Springs Hotel, French Lick, Ind., on the 3rd, 4th and 5th of June.

The annual convention of the Tobacco Association of the United States will be held at the St. Charles Hotel, Atlantic City, N. J., on June 17, 18 and 19.

The Sebago Cigar Company has been incorporated at Portland, Me., with a capital of $25,000. The officers are: Joseph C. McGrath, Leon A. M. Brann and Cecil E. Stilphen.

A cigar store proprietor on Avenue A, New York City, after reading the magazine articles on side lines, is said to have put in a stock of toys, stationery, men's working gloves and women's hosiery.

The Cigarmakers' Co-operative Company of Cincinnati, recently incorporated with a capital stock of $50,000, has obtained quarters at 1400 Walnut Street, and will shortly start operations.

Urge Loose Leaf Probe

Washington, D. C.

THE enactment of legislation by the House of Representatives providing for an investigation of the decline in prices in the loose leaf markets was urged by Congressman Fields of Kentucky, who appeared before the House Committee on Interstate and Foreign Commerce in support of his resolution.

Mr. Fields impressed the members of the committee with his statements. He charged that there is a combination among the big tobacco buyers which has forced down prices and made tobacco growing in Kentucky unprofitable. He pointed out that in practically every tobacco growing county there is now a loose leaf market warehouse where the farmers can sell their crops without having to put it in hogsheads. The markets last year started off at prices that would justify tobacco production, but within not to exceed four weeks the prices dropped to an alarming extent.

He introduced a letter from the Blue Grass Stock Farms, Berry, Ky., stating that in the early days of the 1919 market they sold several loads of tobacco at an average of $46.75 and $42.25. In the latter days of the same market they received for an identical quality which they had been unable to get ready for market earlier, owing to the scarcity of farm labor, they received an average of $10.75 and $17.50. They charge that they cannot raise tobacco at the present time for less than 20 cents a pound and break even, and that 30 cents a pound would leave only a very small margin.

A letter from an ex-service man was to the effect that he borrowed $500 with which to re-engage in industry and produced a crop. Some came late and did not cure good and this was put on the market first, bringing 11 cents. The boy was encouraged for the balance of his crop was very good and he expected 30 cents for it. He sold the crop in the latter part of the market for 6 cents.

Congressman Fields declared there were hundreds of cases like that. He charged that in some places four or more buyers would appear in the same market, but they divided the crop among them so that only one would bid for a given grade. They would alternate. The one who was successful in getting all the bright leaf one week in a given market might the next week do all the bidding on red leaf. In any event there was no competition, and Mr. Fields asked "That the Federal Trade Commission investigate the facts relating to violations of the anti-trust acts by corporations with relation to the cause of the decline in the prices of loose leaf tobacco and other unmanufactured tobacco during the years 1919 and 1920, and especially since October, 1919; to ascertain the cause of the decline; the prices of loose leaf or unmanufactured tobacco on the one hand and the prices of the manufactured products on the other, and report to the House of Representatives and the Department of Justice at the earliest practicable date the result of the investigation, together with such recommendations as the commission may deem advisable and proper."

C. L. L.

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

UNION LEADER

SMOKING TOBACCO

It made its Big Hit on Quality.

It's making another Big Hit on the price that captured the country—10 cents a tin.

LETTERS FROM THE STORE KID

(*Continued from Page 10*)

do. Enneighway I dont kno enneighthing about ships but I know about leeks becaws I see em every day.

Sumtimes I wonder how in sam hil the boss does maik enneigh munny on the bizness when we are all waisting so much, but then I dont kno as I need to feel so bad about it becaws heez just bin and bought him a new seed ann.

Ime glad the boss is maiking munny. I woodent want to work for a guy that diddent maik enneigh munny and probably he woodent kepe me or enneighboddy long. You see there aint enneigh class to a store that doosent maik enneigh munny and you kind of hav sum pride about where you work. Ime that way.

I gess bosses aint the only ones that is fussie about who works for em. I gess clerks can be fussie too about who they work for. Ime that way, Jim. Buleve me I dont want to work for a gink that dont know how to run his bizness. Everyboddy thinks your a cheap skait if you work for that kind of a feller and probably you are.

Mebby Ime only a kind of odd job clerk but Ime a good one and Ime going to work where they want a good clerk like me and where they run the store soze theres sum stile to it, so I wont be ashamed when Ime out delivvering for it. Say theres sum stores in this town I woodent delivver cole ashes to the dump pile from their furnis for. My boss aint the angil gabril or enneighthing like that and heez a lemmun in sum ways but he knoze how to run his bizness, buleve me, so its got sum class to it and he maiks munny leeks or no leeks. Ime going to stay heer til Ime fired. Ime that way.

Give my regards to old Pinkvill, Jimmy and go out and look up and down Mane strete once for me and see if theres enneighboddy cumming.

Yours til the ice cracks,

BILL.

B. H. KIMBROUGH WITH SWISHER & SON

B. H. Kimbrough has joined the sales force of John H. Swisher & Son, of Newark, O., and will have charge of their Eastern territory. Mr. Kimbrough is widely and favorably known throughout this district, and was formerly with the Union American Cigar Company, of Pittsburgh, as general salesman.

STRIKE CONTINUES AT FURGATCH'S

The cigarmakers' strike at the factory of S. H. Furgatch & Company, according to latest advices, had passed its fourth week and promised a further continuance. The firm contends that the terms proposed by the workmen are utterly impossible of acceptance.

CLAUDE TURNER IN RODRIGUEZ FIRM

Max Bremsey having retired as office manager of Salvador Rodriguez, Delphin Rodriguez, in co-operation with Claude Turner, will attend to the general office and sales management. Don Salvador Rodriguez, founder of the firm, will continue as chief director and executive.

LUCKY STRIKE CIGARETTE

IT'S like this. Flavor is the thing that makes your cigarette enjoyable.

All right, then: Lucky Strike is the cigarette that gives you flavor. Because it's toasted.

Toasting! Flavor! Think of the appetizing flavor of a slice of fresh buttered toast.

And—it's wonderful how toasting improves Burley tobacco.

Isn't that all plain common sense? Of course. Get the Lucky Strike cigarette for flavor. It's toasted.

? Are you a pipe smoker? Then try Lucky Strike tobacco—it's toasted.

Guaranteed by
The American Tobacco Co.
INCORPORATED

—which means that if you don't like LUCKY STRIKE Cigarettes you can get your money back from the dealer.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 9*)

As the Kentucky experiment station has figured out that it costs the farmer 16 cents a pound to produce dark tobacco, the "kick" of the dark tobacco producers seems based on good reasons. However, the farmers, like the clothing merchants, seem to make a lot of money selling things "below cost."

Unsold tobacco at Owensboro is estimated at about a half million pounds. Sales of Pryor tobacco to date amount to 30,044,830 pounds, average $15.21.

Quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark red Burley, trash, $7 to $10; Lugs, common, $13; medium, $18; good, $22. Leaf, common, $14 and $18; medium, $25; good, $35; fine and selections, $45. 1919 bright red Burley, trash, $8 and $12; lugs, common, $15; medium, $18; good, $25. Leaf, common, $20 and $22; medium, $28; good, $42; fine and selections, $60. Colory, wash, $12 and $15; lugs, common, $18; medium, $25; good, $40. Leaf, common, $22 and $28; medium, $35; good, $45; fine and selections, $65.

New dark crop, trash, $7 and $18; lugs, common, $8; medium, $9.50; good, $10.50. Leaf, common, $9.50 and $12.50; medium, $16; good, $20; fine and selections, $25.

DAYLIGHT SAVING

The most sensible method of daylight saving is the one adopted by Frings Brothers, the manufacturers and distributors of tobacco products, at Thirty-second and Market Streets, West Philadelphia. They begin the day and close their business an hour earlier. The clock hands have been moved forward an hour, but this is in no case essential, even if convenient. Anyone who begins an hour earlier and stops work an hour sooner is a daylight saver and the principal is easily adaptable to any number of men who desire it.

The Aktiebolaget Svenska Tobaksmonopolet, or to make it somewhat clearer to American readers, The Swedish Government Tobacco Monopoly, has had loaded 1000 tons of leaf tobacco at Charleston, S. C., on the steamship "Edgewood." The shipment includes tobacco from Kentucky, Virginia and North Carolina. The cargo will be discharged at Helsingfors and Dimhanin, Sweden.

Charles P. Stanley, president of the Charles P. Stanley Cigar Company, died at St. Louis, Mo., on May 12, aged 61 years. Mr. Stanley had amassed a fortune in the cigar business, in which he was engaged for forty-five years. He was a director of the Central National Bank, Scullin Steel Company, Public Utilities Company and other organizations.

The Burlington Prize House, Burlington, N. C., has been incorporated with a capital stock of $100,000, and is building a prizery at that location.

DUPLICATE OF EXPRESS RECEIPTS REQUIRED

On and after July 1, the American Railway Express Company will keep a duplicate copy of every receipt it issues when receiving business from shippers. The duplicates will be retained by the express company for the purposes of record and reference, and will be held at the shipping office.

Shippers who have been accustomed to prepare their own receipts or who have their own forms have been requested to make provision for supplying duplicates of such receipts to the express driver or receiving clerk who signs them.

As a matter of convenience to shippers, the regular receipt forms of the express carrier will be revised to permit their use in duplicate form.

In cases where prepaid receipts are now being issued in duplicate, the extra copy being used as a record of charges paid, a third copy will be required under the new system, and in such instances prepaid receipts will be issued in triplicate.

One of the objects of the new system is to bring about better protection for and methods of recording the movement of express packages in transit.

PASBACH-VOICE LITHO. COMPANY MOVE TO BROOKLYN

The Pasbach-Voice Lithographing Company, Twenty-fifth Street and Eleventh Avenue, New York City, recently purchased a new building at Grand Street and Morgan Avenue, Brooklyn, where their offices are now located. Until the present demand for cigar labels and bands is satisfied and the Brooklyn establishment fully arranged, both factories will be operated, but all communications should be addressed to the Brooklyn offices.

TOBACCO A GERMICIDE

London, England, "Tobacco" presents no new theory in the following article in the current issue, but one which has had numerous endorsements by the medical profession in America. The article follows:

By common agreement, it would be exceedingly difficult to define the limitation of the potentialities of tobacco. Quite recently Mr. John Heaton, of Blackpool, gave his views of the commendable qualities of "the weed." He maintained that tobacco smoke is among the better-known disinfectants and germ-destroyers. It has been asserted—and it is believed with sufficient justification—that persons who travel in a smoking compartment of a railway carriage are less liable to contract colds than are passengers who frequent crowded non-smokers. During the winter and early spring, when there must be countless millions of catarrhal microbes floating about railway carriage compartments, this point is well worth bearing in mind. Another hint which presents itself at the moment is worth memorizing: it is that railway travelers sometimes unconsciously are thrown in contact with persons who have themselves, or have been closely associated with others who have, suffered from infectious disease. Mr. Heaton tells a story of an old nurse who, leaving a typhoid-afflicted house in which there had been two fatalities, had to travel to a distant town and sought the beneficent atmosphere of a smoking compartment. She told her fellow travelers she firmly believed in tobacco as a germ destroyer and a preventive, and this view is, it is believed, shared by a very large number of the medical faculty, as well as of the nursing profession.

W D C Pipes Keep One Busy Refilling Cases

WD C TRADE MARK

Selling W D C Pipes becomes a game of "In Again, Out Again"—for a W D C display case is the latest perpetual motion machine. The door never stops swinging.

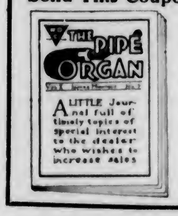
See that at least one of these cases is prominently placed in your shop. And be sure to have handy a liberal assortment of refills—you'll need them.

Then oil up your money box. It's going to be mighty busy.

WM. DEMUTH & CO., NEW YORK
World's Largest Pipe Manufacturers

A W D C shape that is growing rapidly in popularity

Send This Coupon For "THE PIPE ORGAN"



Please place my name on your mailing list for "The Pipe Organ." It is understood there will be no charge and that I will not be obligated in any way.

Name_____

St. & No._____

City & State_____

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

TAX-PAID TOBACCO PRODUCTS

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1920. Figures for March, 1920, are subject to revision until published in the annual report.

Products		*March 1919*	*March 1920*
Cigars (large):			
Class A,	No.	163,635,102	167,420,148
Class B,	No.	218,948,429	240,533,657
Class C,	No.	162,680,093	327,338,906
Class D,	No.	1,887,530	12,066,803
Class E,	No.	1,947,997	5,880,444
Total,		549,099,151	753,239,958
Cigars (small),	No.	84,493,873	55,052,100
Cigarettes (large)	No.	2,828,157	2,556,183
Cigarettes (small)	No.	3,845,079,275	4,373,778,917
Snuff, manufactured,	Lbs.	2,903,153	3,705,014
Tobacco, manufactured	Lbs.	29,227,678	38,422,481
Playing cards	Packs	4,785,408	4,169,070

Porto Rico for February

Products		*February 1919*	*February 1920*
Cigars (large):			
Class A,	No.	2,000	4,500,500
Class B,	No.	597,475	3,794,200
Class C,	No.	994,325	11,577,250
Class D,	No.	75	180,000
Total,		1,593,875	20,051,950
Cigars (small),	No.	.....	1,000,000
Cigarettes (small),	No.	2,254	700,000

Philippine Islands for February

Products		*February 1919*	*February 1920*
Cigars (large):			
Class A,	No.	2,408,200	14,492,010
Class B,	No.	19,496,343	5,594,935
Class C,	No.	730,230	1,512,044
Class D,	No.	.....	20
Total,		22,634,773	21,599,009
Cigarettes (small),	No.	292,112	575,400
Tobacco, manufactured,	Lbs.	.....	2

Edward Gass, formerly with the American Tobacco Company, has been appointed advertising manager of the Tobacco Products Corporation, of New York, to succeed James C. Cushman, who left to become advertising manager of the Times Square Auto Supply Company.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. When ordering, give patent number only.]

No. 1,338,827. METHOD OF MAKING CIGAR WRAPPERS. Willard J. Goodfellow, Bentley Springs, Md., patentee.

This patent is for a method consisting of producing a tobacco extract from tobacco stems, converting the stems into a fibrous pulpy mass, forming the mass into a sheet, drying the sheet, and impregnating the sheet with the extract during the drying process.

No. 1,338,768. PROCESS OF AND APPARATUS FOR STRIPPING TOBACCO LEAF. Oscar Hammerstein, New York, N. Y., patentee. Patent assigned to Oscar Hammerstein's Tobacco Stripping Machine Company, Inc., New York, N. Y.

Patent for an apparatus for stripping tobacco leaf comprising a feed roll, means for actuating the roll, a pair of slides movable vertically independently of each other, cutting disks carried by each of said slides, the disks being located in spaced parallel relation to each other; springs connected with the slides whereby said cutting disks are maintained in operative relation to said roll, a rock-shaft, co-operating means on the slides and rock-shaft.

No. 1,339,373. PROCESS FOR CURING TOBACCO. Alfred C. Buensod, New York, N. Y., patentee. Patent assigned to The Tobacco Treating Company, Inc., New York, N. Y.

Patent awarded for a method of curing green tobacco which consists in confining the leaves in a substantially air-tight chamber, then increasing the moisture content of the air by evaporation from the tobacco until the rate of evaporation from the tobacco is very slight, then opening an entrance into the chamber and therethrough admitting air of lower moisture content than that in the chamber.

No. 1,339,374, No. 1,339,375. PROCESSES FOR SAME PURPOSES AS ABOVE. Same patentee.

No. 1,339,577. ENVELOP FOR BURNING TOBACCO. Frank J. Roffeis, Helena, Mont.

A case for cigars including a pair of complemental selections adapted to fit together and provided with partitions to form spaces for accommodating a supply of cigars and a compartment in one portion of the case cut off from the remainder of the case, said cut-off compartment adapted to receive a lighted cigar, and lining of heat-insulating material.

No. 1, 340,716. ELECTRIC CIGAR LIGHTER AND PIPE LIGHTER. Reginald J. H. Hill, London, England, patentee.

A patent for an electric lighter for cigars and pipes comprising a conical-shaped, hollow support, leads in said support, holes in said support, resistance wire in said support, means whereby the support can be connected to a lamp holder, a tip, means for detachably securing the tip to the support and resistance wire on the tip.

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT.
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $3 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

OLD JURY:—41,745. For cigars. May 14, 1920. Kustas & Chamberas, Poughkeepsie, N. Y. Trade-marke claimed to have been used for more than 18 years when it was first adopted by Stratton & Storm, New York City, from whom title was derived by General Cigar Co., their successors, and the latter concern having transferred same to the registrant on May 13, 1920.

TRANSFERS

ROBERT VERNON:—25,023 (Trade-Mark Record). For cigars. Registered July 2, 1901, by Geo. Schlegel, New York City. Transferred to A. C. Henschel & Co., Chicago, Ill., May 7, 1920.

LA FLOR DE CIPRIANO:—10,968 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 17, 1891, by Geo. Schlegel, New York City. Transferred to Chicago Box Co., Chicago, Ill., May 7, 1920.

MILLER'S COMMONWEALTH:—39,385 (United Registration Bureau). For all tobacco products. Registered August 30, 1915, by Martin Miller, Brooklyn, N. Y. Transferred to Geo. Arzberger, Brooklyn, N. Y., May 4, 1920.

BELEENA:—7247 (Trade-Mark Record). For cigars. Registered October 15, 1890, by Geo. Schlegel, New York City. Transferred to A. C. Henschel & Co., Chicago, Ill., May 7, 1920.

ARIANNA:—33,986 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 3, 1908, by Heywood Strasser & Voigt Litho. Co., New York City. Transferred to A. Frankau & Co., New York City, May 7, 1920.

OLD TIMES:—4187 (Patent Office). For cigars and tobacco. Registered December 3, 1876, by Stratton & Storm, New York City. Transferred by General Cigar Co., New York City, successors of the registrants, to Kustas & Chamberas, Poughkeepsie, N. Y., May 13, 1920.

OLD TIMES:—125,571 (Patent Office). For cigars. Registered May 27, 1919, by General Cigar Co., Inc., New York City. Transferred to Kustas & Chamberas, Poughkeepsie, N. Y., May 13, 1920.

OLD DIMES:—4291 (Patent Office). For cigars, and tobacco. Registered January 25, 1877, by Stratton & Storm, New York City. Transferred by General Cigar Co., successors of the registrants to Kustas & Chamberas, Poughkeepsie, N. Y., May 13, 1920.

OLD TIMER:—No number (Trade-Mark Record). For cigars. Registered May 4, 1887, by Lichtenstein Bros. Co., New York City. Transferred by General Cigar Co., successors of the registrants, to Kustas & Chamberas, Poughkeepsie, N. Y., May 13, 1920.

NEW TIME:—1673 (T. M. Association). For cigars. Registered January 7, 1884, by Kerbs & Spiess, New York City. Transferred by General Cigar Co., New York City, successors of the registrants, to Kustas & Chamberas, Poughkeepsie, New York, May 13, 1920.

LA GRECINA:—36,447 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered March 1, 1911, by Geo. Schlegel, New York City. Transferred to Suarez-Capitano Cigar Co., Tarpon Springs, Fla., on May 14, 1920.

OPTION:—41,724. For cigars. Registered by Lichtenstein Bros. Co., New York City, June 28, 1881. Transferred to American Litho. Co., New York City, April 14, 1920, and re-transferred to Haas Bros., Cincinnati, Ohio, May 11, 1920.

DREAMADOR:—30,680 (U. S. Tobacco Journal). For cigars. Registered by Symons, Kraussman Co., New York City, September 11, 1905. Transferred to Perfecto Manufacturers, Inc., New York City, January 26, 1920.

GLOBE SCOTTEN TOBACCO COMPANY FOR SALE

The Globe-Scotten Tobacco Company, of Detroit, Michigan, offers a half or a whole interest for sale in its tobacco manufacturing business, machinery, equipment and supplies complete, and brands and good will. They are manufacturers and owners of the Globe Tobacco Company and Scotten Tobacco Company brands of tobacco.

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them worthy of the famous Burley Blend, and seasoned with Chocolate
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N. Y.
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 103 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 12

The TOBACCO WORLD

JUNE 15, 1920

LIBRARY RECEIVED JUN 22 1920 U.S. Department of Agriculture

A Good Habit is Easily Acquired—Make a

First Roman Cigar

a Regular Habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City

W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

The Wolverine Bunch Breaker

Saves 35% of Your Binders and Largely Reduces Labor Costs

We will send one of our

Wolverine Bunch Breakers

By prepaid express on thirty days free trial.

Write for one today.

The Price Is Twenty-Five Dollars

West Michigan Machine & Tool Co.

FREE TRIAL Please send by prepaid express one of your bunch breakers on 30 DAYS FREE TRIAL

Sign name and address, tear off and mail TODAY.

LIPSCHUTZ'S

44

CIGARS

44 Cigar Co., Inc. Philadelphia

The GRAND OLD CHEW

is now packed in the Handy 10c. Vest Pocket Tin.

Convenient to carry and always insures a fresh chew.

Up-to-date dealers know the sales value of this new package and are cashing in on it.

P. LORILLARD CO. Est. 1760

The "ALL-CEDAR" Cigar Box

THE UNEXCELLED PACKAGE
Proclaimed by the Test of Years

JUST as Nature provides the soil and sunshine and rain, that the wonderful tobaccos may attain maturity at their best, so Nature provides the ideal package to contain those tobaccos when shaped into cigars, by growing the Spanish cedar tree.

Mr. Manufacturer, retain the prestige and good-will of your brands by making sure that your cigars reach the smoker in the ideal package—Spanish Cedar.

Mr. Jobber and Mr. Retailer, the complaint that your cigars are dried out will not be made so often if you insist that YOUR cigars be packed in ALL-CEDAR containers. Most connoisseurs refuse brands not packed in ALL-CEDAR.

Any cigar box maker who cannot supply the trade with cedar boxes can arrange to do so by addressing.

THE GEO. D. EMERY COMPANY

Importers of the Finest Cedar Logs

220 Eleventh Avenue **New York City**

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 300 W. 110th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. J. ULMICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—HALF OR WHOLE INTEREST IN OUR TOBACCO manufacturing business. Machinery, equipment and supplies complete. Brands and goodwill. Manufacturers and owners of Globe Tobacco Company and Scotten Tobacco Company brands of tobacco. One brand worth more than whole interest will cost. Quick action. Globe-Scotten Tobacco Company, Detroit, Mich.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

FOREMAN WANTED

WANTED—FOREMAN FOR SUCTION FACTORY. ONE THAT CAN TEACH AND TAKE ENTIRE CHARGE AND SHOW RESULTS. Address FOREMAN, Box A-207, care of "Tobacco World."

POSITION WANTED

SUPERINTENDENT AND MANAGER OF UNUSUAL ABILITY. THOROUGHLY PRACTICAL IN ALL DETAILS OF MANUFACTURING, IS OPEN FOR POSITION IN NEW YORK OR PHILADELPHIA. Addess Eastern, Box A-206, care of "Tobacco World."

The Tobacco World

Established 1881

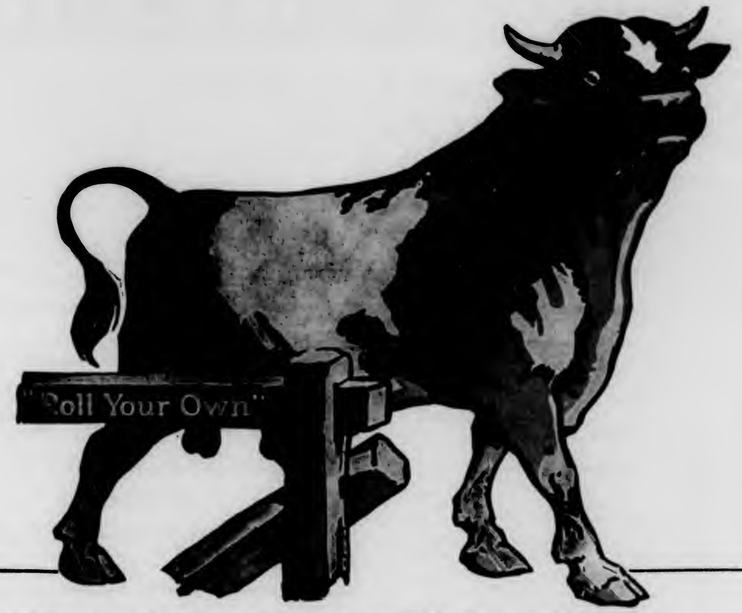
Volume 40 | June 15, 1920 | No. 12

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.



HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO
10c

Guaranteed by
The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

John Ruskin ♦ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

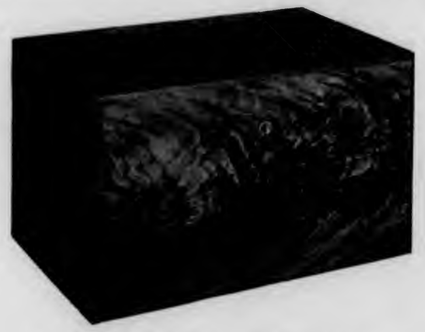
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

WILLIAM BLACK & COMPANY
311 East 94th Street, New York City



Manufacturers of **AROMATORS** *in all sizes & finishes*
The Only Way to Preserve the Freshness and Quality of Cigars
WRITE FOR QUOTATIONS

Volume 40

THE TOBACCO WORLD

Established 1881

Number 12

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1920 Foreign $3.50

EDITORIAL COMMENT

ANY hopes for a lowering of prices in the cigar market for some time to come have been dissipated by the upward tendency of the better grades of tobacco. Porto Rico is higher than Havana and very scarce; Havana is high; reported prices from the Sumatra inscriptions in Holland are high, and the available leaf is comparatively scarce and not in keeping with the prices paid as regards quality.

The high prices of imported tobaccos will naturally be reflected in the domestic markets, and the better grades of wrappers grown in this country will doubtless show a strong upward trend in keeping with the situation that will develop as a result of the Sumatra condition.

At the present time the cheapers grades of domestic tobaccos are no higher than last year, but this has little effect on the cigar leaf market.

There can be but little doubt but what cigar prices will be subject to further advance. This statement may seem entirely out of place with $5,000,000 shoe and clothing sales in New York, a general 20 per cent. reduction sweeping over the department stores of the country, the decreases in certain building lumbers due to the withdrawal of bank credits, and a slackening in certain manufacturing lines, but it must be obvious to every cigar manufacturer that the cigar production is going ahead, that the available cigar leaf tobacco has decreased, and that following the w. k. law of supply and demand the better grades of cigar leaf are moving upward.

The American firms buying Sumatra in Holland and paying top prices for inferior grades are doing so because the market is about bare of old Sumatra available for the American cigar manufacturer, the present crop is short of leaf for this market, and the buyers in Amsterdam are fully aware that they can sell all the Sumatra they buy. Competition has considerable to do with the prices paid, and it looks as if the American cigar manufacturer would have been much better off with a Sumatra purchasing syndicate than with a free-for-all competition.

The public will soon be brought face to face with the situation through an advance of approximately one cent per cigar which will be made on certain types early in July by a large chain of cigar stores.

THERE can be no doubt that a business recession has set in. Whether it is a flash in the pan or not, remains to be seen. In any case if prices recede slowly the country is much better off than if a sharp break occurs, disrupting the industry and finances of the country.

Yet it is hard to see how the cigar situation can be affected by this condition. Prices are bound to move upward. Aside from the upward tendency of leaf, there is a continual agitation among the cigar workers for still higher wages and throughout the country in almost every large cigar manufacturing center factories have been closed for several months past. It has been first one factory and then another in Detroit, Cincinnati, New York, and many other cities. The most serious of all is in Tampa where there is a production loss of nearly 1,000,000 cigars daily.

Taking into consideration the shortage of production that has obtained for the past year, and adding to it the increased demand for cigars, it is easily seen that the labor disturbances now play an important part in the condition of the cigar market.

Jobbers who are holding off for lower prices can certainly not find any facts to justify such action. It seems very certain that this fall and holiday season will find even a greater shortage of cigars than last year.

Those who follow business conditions will note that up to the present there has been no attempt to reduce wages, but they will also note that in almost every case where increases have been granted, mills and factories have been cut from six days a week to four or five days a week.

How much of the present slowing up of trade is due to conditions induced by natural circumstances, and how much to political maneuvers is hard to tell. We can reasonably expect that as the presidential campaign gets into full swing that more and more factories are going to curtail production, thus cutting down the hours of the employee. This is going to result in many thousands of men being out of jobs altogether. Since these men must have work they are going to compete for the jobs that are open and it is safe to anticipate a lowering of the wage scale.

The railroads are seeking an advance of 30 per cent. in freight rates, and we understand that they expect to get a 20 per cent. advance which they will begin figuring on in a few weeks. This is a very important item for the entire cigar industry to consider.

According to reports from the coal regions, this product is not being mined in keeping with the country's needs, and if it were there are not the cars available to move it. This means a certain advance in gas and power rates that will affect all manufacturing lines, for a heavy advance in coal—which is sure to follow—will affect every line in which its use plays a part in overhead or production costs.

The fact is not to be overlooked that the cigar and tobacco industry also faces a further increase in internal revenue taxes, if the plans of Congress do not miscarry.

Taking the situation from many angles while there is the probability of decreased buying in the fall, the shortage in the industry indicates that the prices of cigars will not be affected and that there will be sale for all that can be manufactured. Certainly the cigar manufacturer will not take a loss on his product.

ALL sorts of rumors have been going the rounds to the effect that certain manufacturers are planning to switch their entire production, or as much of it as possible, to tin containers. This will no doubt help the cigar box situation considerably, but it is very doubtful if tin containers will ever be generally acceptable to the public, and this is also true of the jobber.

Aside from this, however, one of the largest can companies has already withdrawn all prices on tin cans, and reports that its supply of tin plate is very low owing to embargoes and freight congestion. Most tin can factories are very short on supplies and prices have advanced.

Machinery for manufacturing tin cans is unobtainable except after months and months of waiting, and if there were a rush for tin cans for cigars, those factories would be far worse off than cigar box factories have been.

The viewpoint of a man of twenty years' experience in the cigar manufacturing industry is illuminating. He says:

"There is only one package for cigars and that is the clear cedar box and there will never be anything to take the place of it. All other packages are like 'near beer,' they lack the kick. I have always contended that 75 per cent. of the cigar smokers buy with their eyes and if cigars are packed in cans or sealed containers and put on shelves like canned peaches or peas there would be a falling off of 50 per cent. in consumption. A hotel stand not long ago displayed goods only in cans and in thirty days they were again displaying cigars packed in boxes. They stated that their sales had fallen off more than forty per cent. during the trial of the can proposition."

This is a particularly interesting statement in view of the fact that the man in question has been a large purchaser of cans.

A PAPER published in the trade that has taken particular delight in attacking the cigar box manufacturers with a very careless regard to facts, published a rather hectic article recently on the lumber situation and wound up by quoting a lumber firm to the effect that cigar box men could get all the white cedar, red cedar and spruce they wanted.

A cigar box manufacturer who had it brought to his attention writes us:

"The article is a joke, particularly the last paragraph where the writer urges the use of white cedar, red cedar and spruce. This stock is about as adaptable for cigar boxes as the mud on the streets. Spruce is out of the question, and white and red cedar is too soft for cigar boxes. This article is a real joke."

When cigar box lumber was $1500 to $2000 a car it was one thing, but when cars cost from $6000 to $7000 and the buyer is expected to take his discount ten days after receipt of bill (not after receipt of the car) it is another thing. Cars are from sixty to ninety days and more on the road, and this ties up the box man's money. Further, concerns can sell all the lumber they can produce to discounting customers, and we know of no concerns that are in a position to take on new accounts for cigar box lumber.

No cigar manufacturers who are in possession of the facts have found any cause to complain of the cigar box man, for he is in the same position as any other employer of labor and buyer of raw material. Since last December cigar box lumber has advanced every month until some kinds show an advance of more than 300 per cent. over the old price. The cigar box man could not stay in business very long if he did not figure his costs on replacement values just the same as the cigar manufacturer has to.

Notes and Comment

The store of Harry Petroskey, at 1427 Chestnut Street, Philadelphia, Pa., has recently been acquired by Baum & Neely, jobbers, with headquarters at Juniper and Arch Streets. This gives the concern a well-located retail stand for the display of their leading brands.

Dan Ostrow, who runs the City Cigar Store at 704 Chestnut Street, Philadelphia, is going to have some company in the form of Scarlett, the famous price-cutter. Scarlett is opening about July 1st right across the street.

The G. H. P. Cigar Company, manufacturers of the "El Producto" cigar, have recently purchased the five and one-half story factory building at the southwest corner of Third and Brown Streets, Philadelphia. The building was held for sale at $100,000.

The United Drug Company, of Boston, has recently applied for the registration of the title "Jonteel," together with the figure of the well-known bird, to be used in connection with smoking tobacco, according to an announcement in a recent issue of the Official Gazette of the United States Patent Office.

Happenings at Washington of Trade Interest

(Reported by TOBACCO WORLD'S Own Bureau.)

THE work of the tobacco specialists of the Department of Agriculture will be discontinued on June 30, because of the failure of Congress to furnish sufficient funds with which to continue the investigations in which they have been engaged.

The agricultural appropriation bill, as passed by Congress shortly before the end of the session, provided $31,475,368, approximately $6,000,000 less than the estimates made by the department as to its needs, and more than $2,000,000 less than the amount provided in the appropriation act for the current fiscal year.

"The appropriation for the Bureau of Crop Estimates has been reduced by about $53,000," said Secretary of Agriculture Meredith, in discussing the bill. "This means the discontinuance of all special service except the regular monthly crop reports on acreage, condition and production of staple crops. It means that the services of crop-reporting specialists on tobacco will have to be dispensed with, as well as those on cotton and rice—and these three crops last year had a farm value of nearly three billion dollars. The value of the work of the tobacco specialists, which will be discontinued, is well known to the farmers of Connecticut, Pennsylvania, Virginia, North Carolina, South Carolina, Wisconsin, Kentucky, Tennessee, Ohio, Maryland and Georgia."

As a result of the adoption by the House of Representatives shortly before adjournment of the Fields resolution, the Federal Trade Commission during the summer will investigate the decline in prices of loose-leaf tobacco and will make a report on the subject to the House and to the Department of Justice.

The resolution requests the commission to investigate any violations of law by corporations or individuals engaged or interested in the purchase or sale of tobacco, resulting in a decline in the price thereof, with special reference to the prices of loose-leaf, and other unmanufactured tobaccos during the years 1919 and 1920; to investigate generally the cause of the decline in the price of leaf tobacco, and to ascertain the prices of the loose-leaf and unmanufactured tobaccos as compared with the prices of the manufactured product.

By means of the resolution the House seeks to ascertain the causes for the sudden and abnormal drop in the prices paid to growers of tobacco during the season of 1919 and 1920. "When the market for loose-leaf tobacco opened in the autumn of 1919, the prices were fairly reasonable and satisfactory," it is pointed out in the report of the House committee on interstate and foreign commerce, urging adoption of the resolution, "and continued to be so for something like two months, when without previous notice or information the prices abruptly dropped to a point far below the cost of producing the article. Farmers who had been compelled to pay high prices for labor and land found themselves unable to dispose to their crop at prices that would repay them for its production. This condition was not brought about by an overproduction of tobacco, for it is well known that there is a world shortage of this product at the present time.

"Those who are most familiar with the tobacco situation believe that there has been some sort of understanding or arrangement by which large tobacco interests have unduly and unlawfully depressed the price of this product to the grower, and the object of this resolution is to ascertain the facts in such a way as to enable the people to know the real truth about the conditions now existing, and their causes. If there has been no collusion or common understanding among large tobacco interests to take advantage of the grower, this investigation ought to reveal that fact. If there has been such collusion or common undersanding and efforts, the people are entitled to know it, and to have those who are guilty of any violations of the anti-trust laws punished, and their further efforts in this respect prohibited."

With two convictions already secured in the courts for the filing of fraudulent income tax returns, the Bureau of Internal Revenue has inaugurated a series of investigations which it is believed will lead to other criminal prosecutions. In the cases already tried, imprisonment for as long as one year and fines of as high as $3000 were imposed, and in one case $32,000 in additional taxes were recovered.

"The policy of the bureau will be to pursue tax frauds relentlessly," officials of the Treasury Department declared in discussing the cases. "In the checking up of returns, evidence to show fraud will be followed by thorough investigation, which will be continued until the persons involved are brought to justice. This, in fairness to the man who honestly pays his share of the common levy, is the only course possible.

"In every case warranted by the facts the bureau will urge the imposition of extreme penalties. It is the bureau's determined policy that the influence of wealth shall not prevent the willful tax dodger from going to jail. The big and financially able will be treated in the same way as the small willful violator.

"Taxpayers who have not met the full requirements of the income tax laws should not wait until discovery is made by a revenue officer. There is great difference between the self-discovered tax delinquent and th tax evader discovered by the bureau. The time for offers of compromise is before discovery by a Government official."

President Eisenlohr's Report to T. M. A. Convention

(CONCLUDED FROM JUNE 1 ISSUE)

Our Own Advertisements Should Be Beyond Criticism.

In passing the "Cure" advertisement topic I cannot refrain from expressing my views as regards the methods of advertising our own products. It is not my purpose even to suggest the character, style, class or type of advertising, that tobacco advertisers should follow. But, without intending to be presumptuous, I desire to impress upon our advertisers the importance of eliminating from their advertisements such features as may be susceptible to public criticism, as well as those which are likely to furnish material and ammunition to the anti-tobacco propagandist.

As we are spending vast sums of money for advertisements in order to popularize and building up popular *good will* for our own products, we must not overlook the fact that each of us constitutes an integral part of the whole industry, and that anything that may have a tendency to place our commodity in a questionable light or to create an unfavorable public opinion, or to undermine the poularity of the use of tobacco in any form, must ultimately react upon each and every one of us.

I believe, therefore, that too much emphasis cannot be laid upon the necessity of exercising the greatest care in framing our advertisements, so as to include nothing that may be subject to criticism and to exclude everything that may prejudice the public against the use of any particular brand or form of tobacco.

In this connection, let me quote from a statement that appeared in one of the publications of the Anti-Tobacco Forces called "The No-Tobacco Journal" (February, 1920, issue), entitled:

"THEIR OWN TESTIMONY CONDEMNS THEM."

"Anyone who doubts the truth of the charges made by opponents of tobacco against the 'weed' has only to read the advertisements of the various brands of cigars and other forms of tobacco to find confirmation of the principal charges made.

"For example, when one tobacco advertisement reads, 'Does not upset your stomach,' the statement is a confession that other brands of tobacco do upset the stomach and that the fact is well known to consumers as well as to the manufacturer.

"And when still another manufacturer claims for his particular brand that it 'will not injure the heart' he avers by clear inference that other brands do injure the heart.

"And when another gives prominence to the assertion, 'Smoke as many as you like, they will not hurt you,' he notifies the public that other brands of cigarettes are harmful."

It is my opinion that advertisements containing features of that character are distinctly harmful to our industry. In our zeal for increasing our own business by every proper and legitimate means at our command, we must scrupulously refrain from doing anything that may react upon the industry as a whole. Rather let our advertisements be along dignified and constructive lines. Let us say in each advertisement something bright, something cheerful about the use of tobacco. And, while advertising our own product let us at the same time lay stress upon the pleasure, the solace and the comfort that is found in the use of tobacco in any form.

THE ASSOCIATION,

ITS ACTIVITIES AND ITS NEEDS

I shall not undertake to epitomize the various achievements of the Association since our last Convention. Indeed I believe that the Trade throughout the country is fully acquainted with the activities of the Association and the things that it has accomplished. I may point with pride at the very audience that I am now addressing as a manifestation of the accomplishments of this Association. For the bringing together of this magnificent representative assemblage to meet as a united body in order to deal with the problems affecting our Industry, is in itself a most wonderful achievement.

A Trade Organization does not buy, sell or trade in merchandise. Its activities or achievements cannot be inventoried, nor can they be measured in dollars and cents, or appraised according to any standard of values. On one side of its ledger you can readily see its expenses and its transactions, but the other side of the ledger is always blank, for there is nothing that any Trade Association can show as a result of its activities except that intangible, invisible and invaluable asset called "Good Will."

That the Tobacco Merchants' Association has done everything that any Association can possibly do to create and maintain a "Good Will" for our Industry among the public and among public officials is abundantly shown by the record of its activities which the Trade is indeed well familiar with. But that it has built up a "Good Will" among the Trade itself is best demonstrated by this splendid meeting.

For an Industry that had, not many years ago, passed through a long era of conflict, hostility and antagonism to send nearly 400 of its leading members from all branches of the Industry, as well as representatives of eighteen trade organizations from Canada, Cuba and all parts of the United States, to attend a Trade Convention in response to the Call of an Association, is an accomplishment which alone proves the worth and value of the Association.

The Tobacco Merchants' Association, since its inception, has quietly but thoroughly and consistently been rendering practical every-day service, not only to the members of the Association, but to the Industry at large. But even if such had not been the case, I am sure you will all agree with me that the bringing together of about 400 serious minded business men—representing every phase and all divisions of the Tobacco Trade and coming from all sections of the Union—to meet as a solid body for the purpose of dealing with the manifold problems of our Industry is more than a sufficient reward for the cost of maintaining the Association.

I shall, therefore, refer but briefly to some of the more important services rendered by the Association to the Trade and to its members.

Library and Information Bureau.

We have installed in our offices what we may pride ourselves on as being one of the most complete, if not positively the most extensive library dealing with tobacco from its cultivation to its manufacture and common usage, to be found anywhere in the country. This library contains at present more than 2,000 publications, in charge of a competent Librarian, and is of necessity being constantly increased in size and value.

As a reference library for all who are interested in the general subject of tobacco, the books on the library shelves of the Association are invaluable. All are catalogued with care by title, author, subject and the like, so that little difficulty is experienced by those desiring information to obtain just what they require without loss of time.

In connection with the procurements of publications bearing on tobacco in its every phase, we are collecting and compiling statistical, agricultural, legislative and economic information. This institution is at all times feeling not only the pulse of the tobacco trade, but the pulse of related lines of business, as well as public sentiment affecting our industry.

Whether it be a tobacco grower seeking information as to the means of protecting his crop from Root-Rot, or a student wishing to obtain scientific information about tobacco, or a manufacturer desiring to ascertain where he can pack coupons in his goods and where he cannot do so—this bureau cheerfully supplies the information.

It is a source of extreme gratification to note from the steady stream of inquiries now being received from all sources, that there is an awakening realization of the incalculable value of our Information Bureau, and a due appreciation of the reliable and up-to-the-minute data concerning Legislation, Taxation, Revenue Rulings, Trade-Marks, Exports and Imports, Freight and Transportation, and the many other interesting matters regarding which it is furnishing trustworthy information promptly and cheerfully.

Bulletins and Publications.

Under modern conditions, it is almost impossible to over-estimate the importance of securing prompt and authentic information concerning any and all developments affecting the business one is interested in.

From its very inception the Tobacco Merchants' Association has followed the practice of placing before its members at the earliest possible moment, all vital information of every nature, affecting the industry in all or any of its branches.

To accomplish this it has, of course, been necessary to maintain an elaborate system for the prompt procurement of information from all parts of the country. Obviously, this entails the collection of material from almost every conceivable source, which must be examined, catalogued and placed in shape for practical use and for immediate submission to our members by means of Bulletins issued from time to time as occasion requires.

As a fair illustration of the efficient and beneficial Bulletin Service of the Association, I may refer to the promptness and thoroughness with which our members were kept posted as to the progress of the respective War Revenue measures during their pendency in Congress.

Thus, passing the War Revenue Bill of 1917 and alluding only to the 1918 tax measure, it will be noted that on June 6, 1918, practically eight months before the latter act became effective our Legislative Bulletin No. 28 (1918) advised the trade that the tax situation was being given every attention, although the only information then available was to the effect that the Tobacco Industry in common with all others would probably be called upon to pay additional taxes.

Thereafter the trade was kept promptly informed of any and all developments in connection with this act, special bulletins being issued from time to time as occasion required, either monthly, weekly, or daily. And finally, the Association accomplished the remarkable feat of mailing printed copies of the complete text of the Revenue Bill, including the income tax clauses, together with an analysis of their complicated provisions embraced in a book of over 50,000 words, within three days of the enactment of the bill.

However, the Association's work of this nature is not limited to matters of national importance, for it extends into each of the forty-eight States of the Union.

Through special arrangements the Association procures information concerning the introduction of any and all bills affecting the industry in any of the State legislatures, practically within twenty-four hours of their introduction.

Information of this character, to be of value, must, of course, be placed in the hands of those interested promptly, and the efficiency of the Association's services may be gleaned from the fact that in numerous instances it was only through the notices of this Association that local members learned of the introduction and status of bills in their own State legislature.

(*Continued on Page 20*)

Business Building

By a trained Business Man and Advertiser

Written especially for

THE TOBACCO WORLD

by A. E. Pharo

All rights reserved

ARE YOU KEEPING YOUR finger on the public pulse? Do you know down to a fine point the proportion of sales of each article in your large and varied stock. For instance, what is your best selling 5-cent cigar, and what proportion do you sell as compared with the others? What is your second-best seller, and how does it compare with the best seller? Do you sell three-fourths as many, or half as many, or one-fourth as many?

What is your third-best, and how does it compare with the best-seller?

And so on, and so on.

Do you keep a fairly accurate account of these sales in cigars, cigarettes and tobaccos? If you don't, you should; and you should refer to your book so frequently that you have this information right at your tongue's end, with scores of different kinds.

And you should study the book. Study it often. It will help you mightily. You will then clean out the shelf-lizards which have no sale. You will close out the draggy goods. You will stop buying such. You will buy small quantities of those which have a fair sale, and which you should carry in stock for an occasional call. And you will concentrate your show window, your showcase, your selling-energy, your capital and your silvery tongue on pushing the good sellers, and thus bringing your store right up to date in its goods and service.

ARE YOU GROWING? Are you doing a little more business every month or every year than you did the month or year before?

If so you have a perfect right to that contented feeling, to that quiet little smile of satisfaction as you puff on your good cigarino during your leisure. Even though your growth be small and much less rapid than you wish, yet if it is steady and constant, you have no real ground for discontent.

But if you ain't growing—if you are standing still—if your sales amount to no more this year than last year and the year before, then you should by all means lead yourself into a quiet corner and have an earnest, heart-to-heart talk with yourself.

Just cut out the smile for awhile. Be a pessimist for a time. Look on the dark side. Tell yourself that this is a pretty serious matter. That the Law of Growth is imperative and inexorable. Nature has writ it large in the book of fate. Anything that don't grow goes backwards and lands in the chute.

Then put on a stern expression. Double your fist and give the table a thump till the window rattles. Tell yourself you are going to grow, b'gee, or break a trace. This resolution will be your starting point. You will read the pointers in these pages. You will ask a thousand questions of salesmen. You will get facts and hints, you will put them in your business, and something will be doing in the growing line.

EVER TRY SELLING by mail? I don't mean all over the country and surrounding planets, but in your own home town. Let us suppose that after long and careful inquiry you have found a cigar which just exactly fills the wishes and meets the taste of particular and wealthy smokers. It is a peach, a pippin and a dandy. Folks sit up all night to smoke it, and hardly take time from puffing to eat their meals.

Why not go after a box trade business through the mails? Get a list of wealthy business men who are smokers. Have a series of attractive cards written and printed, with such enticing arguments that they would draw a bird out of a tree. Send them out to the list of names at regular intervals, and every once in a while send a free sample of the splendid cigar.

Tell them you are catering to the trade of the very particular people, and you want their trade and want it bad. Want to sell them by the box.

There are discouragements in the work, I'll admit. Replies come in painfully slow. But if you do it right, and keep it up, you will put the stunt across. You will for a fact, and it will really be the cream of your business.

MEET JOE JOLLY, Friend Reader. Joe is a cigar dealer; and is also a jolly good fellow. He used to be a clerk in a little old cigar store, and he wasn't happy. His pay was small. He had little to do, and like all fellows of much leisure, he felt that he was overworked, and that he was performing the toil of three hard-working men.

He took it out in grouching, and he masticated much muslin.

But somehow he got to reading the Tobacco World, with its inspiring messages, its practical advice, and its business preaching of the wonderful opportunities this wondrous country affords to ambitious fellows who learn the business rules, fall in love with the business game and play it with all their might.

Joe read, and studied, and thought. He learned a lot about buying, selling, advertising, merchandising, the deveolping of personality, the art of making friends.

And he entered into the Great Game. He bought out a little dinky store on a side street. He paid for it in notes, endorsed by a good-natured smile which convinced the man he would succeed. He bought his stock on the same terms. Any salesman seeing the neatness of his store, his alert attention to business, and the grin on his face, would write to the house he was a good risk, and along came the goods.

He grew. Of course. Took another store. Then another. Carried other things. And today he keeps money in two banks.

For the Attention of Those Who Attended the Tobacco Merchants Association Convention

By ARTHUR G. WIEDMANN, (Pres. Wiedmann-St. Louis Cigar Box Co.)

KNOWING that cigar box men were present, if there was any cigar manufacturer at the T. M. A. Convention who was not fully informed as to the reasons for the shortage of cigar boxes as well as their increased cost, it was to be supposed that such information would have been asked for.

Cigar box men who were fully conversant with conditions hesitated to bring the subject before the convention, feeling that as the subject was not brought up, those present were fully aware of the facts.

However, since it seems that there were some who are not aware of the facts, I refer them to the following articles in THE TOBACCO WORLD, April 15th issue, page 9, "Heavy Rains Hit Cigar Box Lumber"; May 15th issue, page 9, "Reasons for the High Prices Prevailing on Cigar Box Lumber."

There is no question but what THE TOBACCO WORLD tries to get at the truth of all these situations for its readers, and the articles referred to we know are based on actual facts.

The situation is just as H. G. Ritter, of Detroit, tried to make clear, and that is that the lumbermen are confronted with the almost impossibility of getting logs at any price. He stated that he thinks the price of logs justified on account of the unusual and unfavorable conditions under which the lumber man must operate to get logs. This is the reason for the advance in logs plus the labor in securing them and the extra cost of manufacture.

Since the first of 1920 logs have advanced more than 300 per cent., and since logs constitute at least 30 per cent. of the cost in producing cigar box lumber, anyone can see that this first log cost (to say nothing about the other advances in procuring logs and manufacturing them into cigar box lumber) justifies all the advances made on the cigar box manufacturers, and naturally the advances in the price of cigar boxes has followed.

Referring to Mr. Wertheimer's inquiry, if there was any remedy that might be suggested to relieve the cigar box situation, I respectfully submit the following for the consideration of cigar manufacturers who are really anxious to help present conditions:

The object of this article is to show that the trade customs in the cigar manufacturing and cigar box manufacturing industries have been to the detriment of all concerned; that the following method of procedure can be applied in the majority of cases with beneficial results.

First.—The cigar manufacturer in the past has always determined upon his cigar sizes and shapes without regard to the advantage or disadvantage that the cigar box lumber which box men have been compelled to accept from lumber concerns, would work out. The cigar box man has never felt that he could question the wishes of the cigar manufacturer and lost sight of the material he has had to work with. The failure to take into consideration the situation as regards material was bound to bring about *waste*.

The cigar manufacturer cannot be blamed, for it rested upon the cigar box man to educate the cigar manufacturer as regards the advisability of confining his sizes and shapes to conform to the material that the cigar box man was able to obtain.

Every cigar box man, I am sure, will agree with me that had this condition been brought to the attention of the cigar manufacturer it would have saved a lot of lumber and would not have worked a hardship on the cigar manufacturer.

As an example: It has been the custom of most cigar manufacturers to request $\frac{1}{16}$ allowance in cigar lengths for packing, so when an order for boxes was made for a 4½-inch cigar, they would obtain a 4$\frac{9}{16}$-inch box. Now, since all cigar box lumber is bought in ¼-inch multiples, this 4$\frac{9}{16}$-inch box requires a 5¼-inch top. This shows ¼ inch waste, which amounts to 5 per cent. on a car of lumber containing approximately 100,000 feet.

This waste, if carefully taken into consideration when making up the package, can be avoided. Estimating the average lumber produced per year at 100,000,000 feet, a 5 per cent. total loss means 5,000,000 feet wasted annually, or 50,000,000 feet in the past ten years.

To myself, I have proven that this can be eliminated entirely, especially when this is all taken into consideration in making up the package.

That is so much for keeping within the exact ¼-inch multiple on lumber furnished. The cigar manufacturer can easily meet this size by cutting the cigars scant without affecting the sale of his cigars, and at the same time help to accomplish this saving.

Second.—As to the length of box, that is more difficult to control and at the same time save waste, but a large percentage can be saved if it is borne in mind that the average length of boards produced in cigar box lumber is 72 inches, or 6 feet in length.

Assuming there was no saw kerf, 8 inches would be the average length to cater to for a 12 and 13 packing, and the other style should be confined to efforts meeting these sizes of lumber favorably, at least doing everything to avoid waste, which can be done in the majority of cases. This should not be lost sight of in making up new brands, and in fact changing all the old ones as quickly as possible.

Having uppermost in mind the standardizing of size of cigars to meet the requirements of the trade, we must co-operate with the material we are able to get. I have taken this very important question up with the cigar box lumber manufacturers in the U. S. A. and they have helped me to advocate this.

This saving in lumber will then also be had with paper, and this will also be very favorable to the

(Continued on Page 18)

LEAF MARKET JOTTINGS

IN Lancaster County tobacco plants are showing up well and, in some cases, are ready for planting. There seems to be plenty of them and no danger of any scarcity such as there was at planting time last year, and the previous year. Planting will be later than usual, but not too late to have a good crop if the weather is favorable.

If the late spring ensures a late frost in the fall, crops planted by the 1st of July may show extra in quantity and quality. It was supposed that late buyers had cleaned up everything, but crops are still seen occasionally moving toward the warehouses.

The Auction Tobacco Sales Company, of Lancaster, which is to be incorporated, has secured the use of the grandstand of the Lancaster County Fair Association, for the purpose of holding meetings of tobacco growers and also for a public sales floor, after the same plan as is followed by the Southern planters.

A special meeting of tobacco growers has been called for Saturday afternoon June 19, at one o'clock, for the discussion of ways and means and methods of procedure. Good speakers, experienced in these methods, will explain their advantages.

Some of the big manufacturers have considerable 1917 tobacco still in stock, and there is very little 1918 changing hands; 1919 has been fairly active, and there is no large quantity of that in the hands of the local packers. Prices are high and firm, good quality 1919 bringing from twenty-five to thirty-five cents, with prospects of going to forty, so the packers wish they had held back a little longer, however well they were satisfied with the prices they received.

Both York and Lancaster are expected by many tobacco prophets, to show an increased acreage as everybody seems to have made good last year and to anticipate good prices this year.

In the Connecticut Valley most of the warehouses are closed for the season, and the help is out on the farms with the exception of such part of the working force as is necessary to handle cases and sample the tobacco as it comes from the sweat rooms.

There is a rumor that some growers have been "seen" in regard to their 1920 crops, but no prices are known to have been quoted.

The Connecticut Agricultural Station and the extension department of the Connecticut Agricultural College, with the co-operation of the Hartford County Farm Bureau, will survey the tobacco this season, to study the troubles both in the field and the laboratory, so as to discover their origin and find remedies.

A similar service of the Massachusetts Experimental Station has been of great benefit to tobacco growers of that State.

Wisconsin has very little to say for itself. The "Wisconsin Tobacco Reporter" says that the State Equity warehouses in Stoughton and Madison have disposed of their 1918 pack. They graded it up into lots and sold it in quantities to suit the buyers, at satisfactory figures. The society is putting up some 1919 tobacco, though not a great deal; otherwise the market has been quiet, though sales are reported from the northern and from the southern field of crops held by the growers. While no big amount of this tobacco is found in any one neighborhood, the aggregate number of crops unsold is not insignificant. The fact that these crops are scattered will not make it easier to dispose of them, though this is not a real bar against sales.

Weather has been favorable for seed beds and they are coming along nicely.

In the South, Georgia is attracting the most attention this year, and E. C. Westbrook, Field Agent in Agronomy, in Charge of Tobacco Work, has issued an interesting report. Agronomy is the scientific management of plants, in this connection. He says in part:

"There will be a slight decrease in acreage as compared with last year, amounting to 15 or 20 per cent. Last year there were about 30,000 acres of tobacco planted in Georgia. With a normal season the production will be about the same.

"The limiting factor will be shortage of labor during July and August, and this is a somewhat threatening prospect."

Mr. Westbrook does not say so, but there has been some drafting of colored labor from the Southern States by the more Northern fields.

The tobacco industry of Georgia is being placed on a permanent basis. The Imperial Tobacco Company will operate a $250,000 redrying plant at Tifton; the Chinese-American Company, a $75,000 plant at Douglas. Other big tobacco companies are investing their money in Georgia plants.

A number of warehousemen are planting crops of tobacco in the vicinity of their warehouses, to show the farmers how tobacco should be grown to get the most money out of it.

A correspondent in the "dark belt," writing in regard to that section of Kentucky and Tennessee, predicts a considerable decrease of acreage and states that the farmers sold a lot of their tobacco below cost, this year, and are therefore considerably peeved, in view of the large profits in other sections, and in other sorts of tobacco.

In the first place, the buyer cares nothing whatever about the cost of production, but a great deal

(Continued on Page 18)

Accelerating Sales of Accessories

By CLARENCE T. HUBBARD

ONE reason why the gross sales of department stores are of such great volume is credited to the fact that many folks who enter for the purpose if merely buying ribbon, often leave with a bag full of groceries, a new hat and, perhaps, several yards of special mark-down dress goods. This is accounted for in the varied displays which attract and impel the shoppers to further purchase. While it is not suggested that the cigar dealer fashion after the plan of a department store, this illustration is drawn to emphasize the principle which, in the adding of smoking accessories, can be used to increase the sales of the tobacconist.

A good line of smoking accessories, such as cigar cutters, pipe holders, ash trays, matchboxes, and so on, offer opportunity for the tobacco man to increase his annual profits, not only in the actual sales of these articles themselves, but in the added interest and attraction they furnish for the store.

For example, there are many gifts given to smokers in the way of accessories by folks who never choose cigars or tobacco for such purposes for fear of selecting the wrong brands. These folks naturally bring little business to the tobacco dealer unless he should happen to carry such accessories. Furthermore, such articles offer a possibility to further encourage buying response from the "feminine gender." Ladies frequently wish to buy their husbands, friends and sweethearts gifts in the smoking line and it is a well known fact that a pretty cigar tray will invite a woman's purchase far quicker than an exhibition of fine cigars.

Supplementing these features, smoking accessories furnish good groundwork for attractive window displays, help increase the inside appearance of the store and give the transient customer further suggestion for purchase.

The tobacconist going in for smoking accessories can do well to arrange a special case for these articles, changing the layout of the case from time to time so that it may invite fresh attention. The general appearance of cigars, cigarettes and bulk tobacco remains about the same and while, perhaps, serving the purpose in a good way, does not provide new interest. Tobacco accessories will make up for this even if treated as a supplementary line.

An occasional window display devoted exclusively to the exhibition of such accessories will invite attention and, perhaps, create new customers and, at the very least, add to the progressiveness of the store and the completeness of its service.

An example can be found in the display of pipe cleaners, which most all tobacconists carry, and what a display of these cleaners will achieve can, in the exhibition of other tobacco accessories, be made of even greater value. Testifying as to this is the successful display of pipe cleaners as used by a New England cigar store proprietor.

In the center of his window, which was a rather small one, appeared two new brooms fastened together crosswise and permitted to lean against the rear of his window railing. In front of these two brooms was a layout of pipe cleaners in both bulk and packages. In the very center, between the two brooms, was this placard reading:

> "A new broom sweeps clean—but it doesn't always make a pipe draw clean."

The originator of this window display claims that this novel layout entirely exhausted his supply of pipe cleaners in the demand that was created and it is pretty safe to say that the buyers so prompted also purchased other things. What was so successfully accomplished with this small article can be repeated in the window display of other accessories. A combination exhibition, for illustration, of good attraction and selling suggestion, can be found in the following window get-up:

In the window two shelves should be shown of such length as will appropriately fit the space on hand. The left-hand shelf should be decorated in somewhat of a disorderly fashion with such articles as an alarm clock, a few scattered pipe cleaners, an old tin tobacco container, several used pipes, a cigar box and a few other similar articles. The opposite shelf, the one on the right side, should be orderly arranged with an up-to-date glass humidor filled with tobacco, a neat pipe holder, one or two up-to-date pipes, an attractive ash tray and a serviceable matchbox. Separating the two shelves should appear a sign with the following words clearly printed on:

> YOUR KITCHEN SHELF
>
> Does it represent confusion, or is it in apple pie order? Smokers are often responsible for the untidy appearances of their kitchen shelves, which can, however, be easily overcome with up-to-date containers, such as illustrated on the right. Which will yours be?

Another good window display can be found in the exhibition of cigar holders arranged on shelves, or the floor proper of the display window. Such an exhibition of all types of cigarette holders will prove refreshing and attractive and made of sales value if including this sign:

> Some folks are fussy about their eating—others about their drinking—still more regarding their appearance—and a great many about their smoking. For such folks we recommend these cigarette holders, as they will prevent stains, avoid odors and add to the length of the smoke. These holders also make good gifts, and are also very valuable to smokers wearing gloves.

(Continued on Page 16)

MELACHRINO

"The Cigarette Elect of All Nations"

"The Cigarette Elect of All Nations"
is more than a phrase—
it's a *fact*. That Melachrino
quality appeals to connoisseurs everywhere is
proved by the vast demand for this excellent
cigarette.

Throughout
the World-
the World's
Greatest Seller

NINES - FIVES - FOURS
Plain and Cork Tip

M. MELACHRINO & CO.
INCORPORATED
1770 Broadway - New York

Camel Cigarettes

YOU get a customer set on buying Camels-by-the-carton and you've put yourself in line for quick-turnovers. Start that sales-system working in your store for bigger business!

Camels have the quality, flavor, and body that keep a man sworn in on Camels for a life-time. And, the Camel carton habit appeals to a smoker for its convenience and satisfaction.

Give customers the Camels-by-the-carton talk. Display the nifty Camel carton on your counter! Get those money making quick-turnovers!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Accelerating Sales

(Continued from Page 14)

In addition to these main window displays, the cigar dealer can arrange a few of these accessories in a fit manner inside the store. A good plan is each week to place in the center of the cigar counter a fresh ash tray, which customers cannot help but observe when peering into the case for the selection of their cigars. While these trays as exhibited should be free from all signs or selling reference, they will in their very appearance suggest purchase to the onlooker. Other accessories, such as matchboxes, can be placed in prominent positions according to the season at hand.

Matchboxes, for example, can be brought into prominent positions in the approach of summer along with a small card of some kind containing lettering to the effect that such boxes will prove useful in protecting matches against the dampness of summer nights, or motorists, canoeists and campers can be appealed to with the suggestion that such boxes will prove efficient to them in the guarding of the "precious match" when away from the city proper.

Perhaps one of the greatest advantages to be found in handling smokers' accessories is in the excellent use they offer for gifts, not only holiday gifts, but birthday presents, anniversary remembrances, special donations and for prizes in connection with card parties. In fact, the cigar dealer also handling playing cards can arrange a very effective window in which playing cards are grouped with cigars, cigarettes, tobacco and accessories of all kinds, along with a printed suggestion that such articles are very appropriate for prizes in connection with card parties.

In this manner the progressive cigar dealer strengthens the popularity of his store in the added service such accessory goods permit him to offer. To handle such a line is only in keeping with the business represented and the pushing of such accessories quite capable of bringing in added profit to the cigar man, both in the selling of these goods themselves and the added response to other articles so exhibited.

MOEHLE LITHO. CO. TO HOLD OUTING

This is the season for outings and among the many firms that hold these annual affairs is the Moehle Lithographic Company, of Brooklyn. Their employees will hold carnival at Duer's Pavilion, Whitestone, L. I., on Saturday, June 19th.

The entertainment committee is composed of Louis Riley, Sebastian Ruppert, Grover C. Schultz, C. E. Moehle, Jr., and Fred. Kaiser. An afternoon and evening of great sport is promised, with something to interest and amuse every one who attends.

Dr. Moehle and other officers of the concern are taking a deep interest and have told the entertainment committee to go the limit in making the outing a banner affair.

As previously announced, the annual meeting of the Tobacco Association of the United States will be held at the St. Charles Hotel, Atlantic City, June 17, 18 and 19, where special rates have been secured for the occasion. Tobacco men who are not members of the association are cordially invited to attend.

Perfect Lithography

MADE IN "THE MODEL SHOP"

Established 1861

Stability **Reliability**

The Plant Behind Us

175,000 square feet devoted to lithography. One of the largest and most complete exclusive lithographic establishments in the United States.

Cigar Labels

We originated the names, created the designs, and manufactured the labels of many of the best known and largest selling brands of cigars AND WE ARE PROTECTING THEIR SUPPLY TODAY.

Cigar Bands

A Band Department, equipped with the newest and most accurate machinery made, is being organized. Our Bands will be the finest that can be produced. We will soon be prepared to accept a large volume of band business.

A source of supply such as this is an assurance to buyers that their requirements will be properly cared for.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.
Exclusive Selling Agent to Cigar Manufacturers for the Calvert Lithographing Company

TOPIC
HAVANA CIGARS
13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

TRADE C.P.F. MARK
ESTABLISHED 1851

THE ITALIA pipe will put pep into your pipe sales which will make you wish you had featured it long ago. We make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.

KAUFMANN BROS. & BONDY
The Oldest Pipe House in America
33 E. 17th Street New York, N. Y.

ITALIA
SEASONED ITALIAN BRIAR ROOT
STERLING SILVER BANDS + SOLID VULCANITE MOUTHPIECES

Leaf Market Jottings

(*Continued from Page 13*)

about the quality of the tobacco. Right after the war the market grabbed after tobacco of a quality it rejected this year and will continue to reject next year; except at low prices. The only thing that will pay the planters is to raise better tobacco, whether they raise much or little.

The final report of the season, from Owensboro, Kentucky, shows: Total sales of Pryor, 30,542,435 pounds, at an average of $15.16; and total sales of Burley, 2,188,745 pounds, at an average of $24.06.

One of the factors in the dark belt slump is said by a very prominent firm of dealers, to have been the withdrawal from market early in the season, of buyers of two large manufacturers.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Crop, dark red—trash, green or mixed, $5 and $7; sound, $8 and $10; lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22; leaf, common, short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine, $40 and $45.

Bright red, trash—green or mixed, $8; sound, $10 and $12; lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25; leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine, $55 and $60.

Colony, trash—green or mixed, $10 and $12; sound, $15; lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine, $60 and $65.

New dark crop—trash, $6 and $8; lugs, $7.50 to $10.50; leaf, common, $9.50 to $12.50; medium, $14 and $16; good, $18 and $20; selections, $22 and $25.

Unsound or defective in condition, length or color, or mixed packages, from 1 to 3 cents lower.

(*Continued from Page 12*)

lithographers. Instead of making a large per cent. of all 10-inch labels, the same could be 8½ inches to take care of 90 per cent. of the trade.

There has been a great amount of paper wasted through the ignoring of what sizes might be favorable, and the standardizing of cigars within these limitations will help to conserve and we know that the outcome should be a benefit to all of us.

MARCUS SCHWED IN NEW ENGLAND

Marcus Schwed, son of Morris Schwed, the famous cigar salesman, is following in his father's footsteps and is now covering New England territory for the Cincinnati Cigar Company, Cincinnati, Ohio.

The brands sold by this factory include "Christy," which retails at 7 cents; "Old Bond," 8 cents; "La Presenta," 10 cents; La Prosa," 15 cents, two for 25 cents.

Like most manufacturers of good cigars the factory is working to capacity to satisfy the demand of the trade.

Universal Smiles

THIS is the Superintendent of a cigar factory equipped with Model M Universal Tobacco Stripping and Booking Machines. He wears a broad smile because the Universal helps keep production up and overhead down. He has no disgruntled employees to pacify for the Universal cuts out the wasted effort and drudgery incidental to hand stripping. The Model M Universal also saves tobacco and the clean, smoothly-pressed stock stripped by the Universal enables the cigar makers to turn out more cigars and make more money.

More than 1,000 large and small Cigar Manufacturers are using the Model M Universal. They say this machine is essential to the successful management of a modern cigar factory. Send now for descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Paris, France, 18 Rue de l'Echiquier
Geneva, Switzerland, 2 Route de Chene
London, E. C. 2, England, 19 Bishopsgate
Manila, P. I., Kneedler Bldg.
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Sydney, Australia, 10 Pitt Street
Buenos Aires, Argentine, Transoceania 158 Aeconquista
Madrid, Spain, Zorrilla 9
Slagelse, Denmark, Slotalleen, 3

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

(*Continued from Page 10*)

Instances too numerous to dwell upon might be given, all attesting to the efficiency and value of the Association to the tobacco industry. Through its alertness, legislative action and administrative decisions affecting the interests of the tobacco industry have been anticipated and needful action promptly taken. Thus, members have been advised concerning new Revenue rulings, before even the Internal Revenue Department, because of the official business in which it was engulfed, was able to notify the District Collectors.

The Association has also published various booklets and pamphlets for the use of its members and to meet particular situations.

As an illustration of the regard in which the Association's work of this nature is held, I may mention the fact that upwards of 100 requests for copies of the "Handbook on Trade-Marks," prepared by the Association, have been received from libraries alone. The pamphlet, "The Cigarette and Its Merits," as well as the booklet entitled, "Tobacco as a War Essential," has been extensively distributed throughout the country, and undoubtedly played a material part in placing the matter treated therein in its proper light before those interested.

The value of these bulletins and publications is now so generally recognized that perhaps too much stress has been laid upon them in the scope of this report, but judging from the comments of those who have expressed themselves on the subject, it is almost impossible to overestimate the importance of a prompt and efficient service of the character maintained by the Association.

It is, of course, of the utmost importance that this service be maintained at the highest degree of efficiency.

In connection with all our activities due credit must be given to the members of our different Committees, who have always cooperated with the Association and its officers in the various tasks that had to be performed in behalf of the industry. Despite the multiplex duties that devolved upon these Committeemen, in connection with their respective business enterprises, they never hesitated to respond to the call of the Association for services. Whether it was a call to attend a Committee Conference in New York or a request to join in the numerous trips made to Washington for the purpose of presenting our case to Congressional Committees or to other public authorities, these business men, have always upon all occasions and at all times cheerfully made personal sacrifices to serve the Association in the interest of the Industry.

Membership and Resources.

The growth of the Tobacco Merchants' Association of the United States in the short space of time since the movement to organize was begun, has been more than gratifying. When the call for the formation of a national trade organization was issued in September, 1915, immense difficulties necessarily had to be faced and overcome. Happily, this great work has been accomplished so that today large and small concerns, growers of tobacco, leaf dealers, manufacturers and retailers as well as many of those who supply the industry with necessary products, are working together hand in hand for the promotion of the best interests of the industry as a whole.

It is needless for me to summarize the immense difficulties that faced the organization at the inception of its career. Nor need I make more than passing allusion to the painstaking toil that was needed to place the Association on a firm and enduring foundation.

Sufficient to say that the Tobacco Merchants' Association, commonly known as the Tobacco Merchants' Association, is now recognized by the industry throughout the country, as a real National Institution, that may be fairly said to represent and speak for every branch of the tobacco industry.

But all of you are business men and it is needless, therefore, for me to remind you that no association can exist without adequate financial support. An organization such as this must be either active or retire permanently from the field. It must be equipped with a competent working staff or the money thus far expended will have been wasted for the reason that its operations must languish. This organization must watch, study and investigate all problems that may arise affecting the industry and the solution of which is essential to its well being and progress. In order that these results may be satisfactorily accomplished, ample funds are necessary.

Not only is equipment needed, but it is imperative that this be of the most comprehensive character. If we are to render the industry adequate service, increase its power and influence and insure beneficial results, then our support must be more liberal. Without means to maintain this organization and render its operations really serviceable, its power and influence will be of no consequence, and it must necessarily fail to accomplish the very objects for which it was created.

Unfortunately the association has never adopted a schedule of dues and has left the fixing of the annual contributions to the discretion of the members. As a result, quite a number of our members, apparently appreciating the value of our Association, but not realizing the expense of maintaining such an institution, have fixed their dues at a purely nominal amount hardly sufficient to cover the postage on the bulletins, etc., forwarded to them in the course of a year.

Recognizing the necessity of an active trade organization, it is essential that we maintain it on a scale big enough to enable it to

(*Continued on Page 22*)

IT'S MILD!!!

A Manila Cigar is the MILDEST EVER!

There is a Mighty Big Class of Smokers in the U. S. A. who want them that way!

That's one reason why the Importation of Class C Manila cigars has Quadrupled in Four Months!

Smokers are very willing to BUY MORE and to PAY MORE when they find the type of cigar they want.

THE call from Maine to California is for better Grades of those MILD, FREE-BURNING MANILA CIGARS.

Considering the FAVORABLE CHARACTER and the HIGH QUALITY of Manila cigars their cost, comparatively, is very little.

THERE IS QUALITY IN MANILAS
THERE IS MONEY IN MANILAS

List of Manufacturers and Distributors on application

Manila Ad Agency (Chas. A. Bond, Mgr.), 609 West 127th St., N. Y. C.
Phone Morningside 6204

INCREASED production facilities enable us to offer a complete line of clear Havana and Shadegrown-wrapped cigars to interested jobbers.

As manufacturers since 1848 you have the assurance of a thorough knowledge of the manufacture of good cigars, a constant supply of tobaccos to maintain the standards of our brands, and a reputation for prompt deliveries and fair dealing.

L-K is a standard brand that has been sold for years along the North Atlantic seaboard. We are now prepared to extend its distribution, and also that of our famous clear Havana line, LA LINDA CUBANA.

Jobbers looking for Class C goods of a high standard that can be sold at reasonable prices and still offer an attractive margin of profit, should write immediately for prices and samples.

ROKOHL BROTHERS
ESTABLISHED 1848
353 East 20th Street New York City
HENRY LIERZ, Sales Manager, 5519 Spruce St., Phila., Pa.
Phone, Belmont 5546

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

(*Continued from Page 20*)

perform the functions and render the services that the industry may require from time to time, remembering always that the very usefulness of the Association, its power and its influence, and its ability to produce beneficial results must necessarily depend upon its size, its strength and its facilities to do things.

The Tobacco Industry has always been most liberal and generous. It has contributed freely to every patriotic or public movement deserving of its support. Surely it will not follow a policy of stringent economy in dealing with an Institution devoted exclusively to the interests of the Industry to which we all form a part.

On the contrary, I am most confident that, appreciating the value of such an Institution, and realizing the necessity of maintaining it on a scale commensurate with the magnitude of our Industry, the trade will contribute liberally to its support.

If we expect this organization to continue to do big things in a big way—if it is to hold the position it has attained as a national institution—if the organization's machinery is to continue to function efficiently, under present-day conditions—we must all do our share and place the Association on a strong financial footing.

The Association must gather information from all parts of the country and keep itself and its members informed as to every step and every move that may be made in every part of the country affecting the industry. It must be alert and on the watch all the time and it must have sufficient means to obtain such information. Moreover, if any action is to be taken to combat the Anti-Tobacco agitation the Tobacco Merchants' Association should be adequately equipped to perform the task efficiently and effectively.

Additional funds for its adequate support must and doubtless will be provided. It is a subject that should impress itself upon every interest identified with the Tobacco Industry, and once its importance is recognized I haven't the remotest doubt that the response will be more than generous.

IN MEMORIAM.

It becomes my painful duty to pay a deserved tribute to the memory of the members of this Association who have passed away since our last convention. Among those whose loss is keenly felt by the entire industry are: Richard Joshua Reynolds, President of the R. J. Reynolds Tobacco Company; Henry Bendheim, Treasurer of the Metropolitan Tobacco Company; Roger G. Sullivan, of Manchester, N. H.; Maximilian Stern, of Maximilian Stern, New York City; Wallace L. Pierce, President of S. S. Pierce Company, Boston; Samuel Wertheimer, of Wertheimer Brothers, Baltimore, Md.; William Best, Sr., of Best & Russell, Chicago, Ill.; Miguel Alvarez, President of Y. Pendas & Alvarez, New York City; Louis A. Bornemann, of Mendelsohn, Bornemann & Company, New York City; Solomon Schinasi, of Schinasi Brothers, New York City; David Forbes, Sr., of McAndrews & Forbes, New York City; David M. Frankel, of Frankel, Gerdts & Company, New York City, and Edward S. Moser, of Niles & Moser, Kansas City, Mo.

While we deplore the passing of our co-workers in the ranks of the Tobacco Merchants' Association, we nevertheless rejoice that we are able to testify to their worth as men whose lives reflect lustre upon the industry with which they were affiliated, long and honorably. To their sorrowing families we extend our heart-felt sympathies and we mourn sincerely with them. Let us rise and for one minute pay a tribute of silent mediation to our departed members.

CONCLUSION.

In conclusion, permit me to say a word regarding certain economic conditions with which not only the tobacco industry, but organized business throughout the world, today stands face to face. We are struggling for existence against unparalleled world-wide unrest, due to the effects of the great convulsion that for six years shook, and is still shaking, this poor old world of ours to its very foundation. In all human activities principles of abnormality prevail and until levels are finally reached through a wise and equitable readjustment of economic and industrial conditions, this disquieting restlessness discernable everywhere, will not be allayed.

The old order of things has passed away and the business men of the world must adapt themselves to the new conditions of commerce with the least possible friction and delay.

With the universal restlessness to which I have alluded, we are greatly concerned. Whatever affects the body politic, intimately reacts upon every citizen and every industry of the country. We must needs assist in the solution of the great problems of readjustment which lie at the bottom of the present-day difficulties.

As business men we must do our share of the work, and we must do it unselfishly, freely and patriotically. We cannot evade the responsibilities resting upon us, nor shirk our plain duty, which is to lend a helping hand to the forces that would bring order out of chaos. It is a great responsibility, but I believe that the tobacco men of this country will not be found wanting in courage, perspicacity and willingness to do their part in the great work nobly and well.

That this convention will accomplish much of good to the industry at this session, I have no doubt. Important topics will come up for your consideration and action and whatever may be the results of your deliberations, they will inure to the credit and advantage of the great industry, with which we are identified. Let your actions be inspired by wiseness of thought, temperateness of judgment and liberality of spirit. Let no selfish motives animate your course, but having the welfare of the whole industry constantly at heart, you cannot go wrong. Thus and thus only, will the tobacco industry maintain the public good-will and respect it has gained and which it purposes to hold in the days to come.

New Leaf Regulations

NEW regulations surrounding the handling of inventories and monthly reports of manufacturers and dealers in tobacco, have just been issued by the Commissioner of Internal Revenue, as follows:

1. STAMPING DATE OF RECEIPT. Each inventory and monthly report submitted by a cigar or tobacco manufacturer, or dealer in leaf tobacco should, immediately upon receipt by a collector, be stamped, showing date received, in the space provided therefor, at the upper right-hand corner of each form. If a monthly report is filed at a division headquarters, the date of receipt at that office should be stamped on each report so submitted. Monthly reports filed at the division headquarters must be forwarded to the collector immediately. The reason for stamping the date of receipt on these reports by the collector or his deputy is that the statutes require these reports to be filed on or before the tenth day of the month next succeeding that for which the report is rendered. Manufacturers and dealers should be urged to submit their monthly reports as early as possible after the close of each month and not to delay until the last day. Each person rendering a report at a later date shall be warned once that repeated acts of delinquency will be considered willful neglect and will result in report of the violation of law to the United States Attorney. A copy of the letter written in each such case should be transmitted to this office.

2. RECORD OF RECEIPT OF REPORTS TO BE KEPT BY COLLECTOR. Form 895 has been adopted as a record to be kept by collectors of the dates of receipt of reports and dates of forwarding of such reports to the Commissioner. This form is printed in three colors, white, light blue and salmon: white for reports of cigar manufacturers; light blue for reports of tobacco manufacturers, salmon for reports of dealers in leaf tobacco, and the record should be so kept filed in Kalamazoo binder, Style A, which is the same binder as provided for Form 820. The names of the manufacturers and dealers should be entered in numerical, and not alphabetical, order, unassigned numbers being also recorded to such an extent as will care for all new registrants likely to be entered during the calendar year for which the record is kept. From that point on, the numbers in use only should be recorded, and the unassigned numbers omitted. New Registrants after the beginning of the year, should be shown by entries in red ink in columns headed "Bond," "Statement" and "Inv.," and a horizontal line should be ruled across each month column to that column in which the first report is to be recorded; likewise when a registrant discontinues business, the record of the receipt of the closing inventory should be indicated by entry in red ink of the abbreviation "Inv." in the month column to the right of that for which the last report was rendered, and the balance of the columns similarly ruled. It will be noted that entries of two dates are required to be made, one of receipt of reports by the collector or his deputy, and the other, date of forwarding such reports to the Commissioner. The entry of the first named date should be made in the left-hand half, and the last named, in the right-hand half of each space. It is suggested that the keeping of this record will be facilitated, if a date stamp such as used in libraries, showing the month and day only and not the year, is used. Two such stamps might be used, with different colored ink, in order to show up readily omissions requiring attention. Factory numbers vacated by manufacturers discontinuing business permanently should not be reassigned during the remainder of the calendar year, except to successors in business at the same location. In such cases the successor's name should be entered above that of the retiring manufacturer. Dealers re-entering business during the same calendar year should take their old numbers. The lowest numbers vacant from the beginning of the calendar year should be assigned to new registrants.

3. HANDLING OF INVENTORIES. The annual inventories of cigar and tobacco manufacturers, properly verified as required by law, and of dealers in leaf tobacco, shall, as to each class, be assembled in numerical order, and each class held together by use of "Acco" fasteners through the punched holes provided in the forms for that purpose. If desired, light manila card-board fronts and backs of the same size as these forms may be used. Separate files should be made where the number of inventories exceeds the capacity of a single "Acco" fastener. The proper transcripts from inventories of cigar and tobacco manufacturers should be made in Records 11 and 13 for the year past, and also in new Records 11 and 13 for the current year. No transcript from dealers' inventories will be required. When the required transcripts have been made, and they should be made at the earliest practicable date, the separate files of these inventories should be forwarded to the Commissioner. A missing inventor should be shown by insertion of an "Out" sheet bearing proper notation, and each missing inventory should be forwarded as soon as received. Opening inventories on Forms 70a, 70b, and 70c should be attached by pasting along the punched side in front of the first monthly return filed by the manufacturer or dealer; likewise closing inventories on the same forms should be similarly attached *back* of the final monthly report filed by the manufacturer or dealer. Care must be taken to see that final return is rendered for the period of the month to the date of closing inventory. If a closing inventory is received after the final monthly report has been forwarded to the Commissioner, the closing inventory after proper transcript thereof has been made in the case of manufacturers, in Records 11 or 13 should be forwarded with letter of transmittal to the Commissioner, to be similarly attached to the report then on file in this office. Each inventory should be examined to see that it has been properly executed, before it is filed as herein required.

What Arkansas said

"WE all smile down my way 'cause we got three mighty good things that always keep us mighty happy—our fields of cotton, our fruit trees and the Owl Cigar."

All the States can smile with Arkansas, for all can enjoy the Owl Brand with the Brown Band. The General Cigar Co., Inc., keeps a $3,000,000 leaf reserve always in the process of curing to guarantee you a mellow fragrant Owl. That's why your Owl can always be counted on for mellowness.

Try Owl Brand—with the Brown Band.

General Cigar Co., Inc.
DEPENDABLE CIGARS
119 West 40th Street, New York City

OWL 8c

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 55 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

(Continued from Page 23)

4. HANDLING MONTHLY RETURNS AND REPORTS. After record of receipt of the monthly reports is made as hereinabove provided, each such report should be examined in order to determine whether the proper white Form 774 for each debit and yellow Form 774 for each credit entry has been submitted, and each such form has been executed in accordance with T. D. 2047 or 2057, as the case may be. Model Form 774, showing how these forms should be executed, is enclosed. This form should be reproduced in collectors' offices and furnished to each dealer or manufacturer who is found not preparing his Forms 774 properly with the necessary additional instructions to enable him to execute them in the proper manner in the future. Each dealer and manufacturer should be encouraged to fill in his registered name, the proper letter indicating his business, his number, the number of the district and abbreviation of the name of the State, by rubber stamp on Form 774. Common faults will be found in the omission of the letter "C" for cigar, "T" for tobacco, or "D" for dealer in leaf tobacco, indicating the business of the person receiving or shipping tobacco, the omission of the registry number; also failure to supply complete abbreviations for the district under the head of "Dist." It is not sufficient to supply the number of the district only, but the abbreviation for the State must be shown. Each white Form 774 covering receipt of tobacco must show the date of receipt *of the tobacco*, filled in in the space provided at the right of the form. No abstracts of Forms 434 and 435 shall be made from the new forms of reports of dealers submitted for the month of January, 1920, or thereafter. Forms 434 and 435, as well as Forms 681 and 682, become obsolete when the abstracts from reports for 1919 are completed. No checking of transactions between dealers and manufacturers in the same district commencing with reports for January, 1920, shall be made in collectors' offices. The transfers of tobacco material by dealers and manufacturers will be checked in this office by means of a card punched for each debit and credit item. Collectors must see that dealers and manufacturers are instructed thoroughly in regard to the execution of their reports and accompanying Forms 774 and comply faithfully with the instructions in the future. Manufacturers' and dealers' attention should be called also to the requirements in regard to attaching to the *back* of the report forms, the white Forms 774, in order of the date of receipt of tobacco, followed by the yellow Forms 774 in the order of shipment or delivery of tobacco material by them, corresponding with the entries in their revenue books. The attachment of Form 774 should be in accordance with the instructions, by means of "Acco" fastener, brass fasteners, with wire or cord (which should be securely tied), through the punched holes provided for that purpose, to insure no such voucher becoming detached or lost. Pins and paper clips should not be used. In order to prepare monthly reports for transmission to this office, these forms may be folded to the size of the Forms 774, which are attached thereto, reports of each class being then wrapped separately with cord and tied and placed in a card or fibre-board package which, if sent by mail, must not weigh in excess of four pounds. These monthly reports should be forwarded each day, as received, examined and found to be properly prepared. Each such package forwarded to this office should be addressed "Commissioner of Internal Revenue, Washington, D. C.," and marked "Tobacco Reports." No letter of transmittal listing the reports will be necessary, but when all the reports have been finally forwarded, with the exception of those held for correction, this office should be advised to that effect and furnished a list of the particular reports held and the month or period for which rendered. No abstracting from monthly returns of manufacturers should be made in Record 11 or 13 before they are forwarded to this office, if to do so will delay their transmission. Where abstract is made without delay of transmission of monthly returns, the word "Abstracted" should be stamped or written in the upper left-hand corner of each such return. The reports of manufacture will be returned to collectors. Abstracts will then be made in Records 11 and 13 in cases where such entries have not been made previously.

5. APPLICATION FOR PERMIT FOR TRANSFER OF MATERIAL. Forms 712, applications for permits received from manufacturers, should be withdrawn from the collectors' files at the close of each month, and forwarded to this office, wrapped, etc., as instructed in regard to the monthly reports. They should be withdrawn and wrapped in the order in which they should be filed by the collectors, that is, by factory numbers and in respect to applications of the same manufacturer, in chronological order, the latest being added to the back of the file. The applications covering reports for the month of January, 1920, and thereafter should be forwarded.

6. STAMP ORDER FORMS 168, 172, 173, 485 and CUSTOMS CATALOGUE 3493. The stamp order forms mentioned, received from manufacturers, should be withdrawn from collectors' files at the close of each month and forwarded to this office. The forms should be filed in the same manner as indicated in preceding paragraph. Instructions in regard to withdrawing and wrapping, contained in preceding paragraph should also be observed in respect to these forms.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

No. 1,341,295. MATCH-HOLDING ATTACHMENT FOR COMMERCIAL TOBACCO BOXES. Albert C. Burtis, Mount Vernon, N. Y., patentee.

Patent for a tobacco box having a counter-sunk bottom with side beads, combined with a match-container attachment to said box having sliding engagement with said beads and forming a temporarily permanent attachment, and a cover to said container attachment closely fitted thereto beyond the end of the tobacco box, said cover being bodily removable to give access to the matches in the container, the cover being provided with parallel grooved flanges merging together at one extremity to form a stop.

No. 1,341,418. TOBACCO PIPE. Alfred Dunhill, London, England, patentee.

This patent is granted for a process for the production of tobacco pipes, consisting in shaping the article in the ordinary way from wood, steeping the wood in a vegetable or mineral oil, subjecting the wood after steeping to treatment by heat of a sufficient degree to cause exudation of the oil, then to the action of a sand jet or sand blast until the oily exudation and softer portions of the wood are slightly removed and the more resistent portions left in relief.

No. 1,341,857. BOX FOR CIGARETTES. Henry H. Lewis, Attleboro, Mass., patentee.

A patent for a casing in a cigarette box having an opening at one end, a jointed receptacle bodily movable in the casing, a torsional spring connecting the sections of the receptacle at the joint, and a spring for forcing the receptacle bodily lengthwise of the casing to move the outer section of the receptacle through the open end of the casing to free the torsional spring to allow it to throw the outer section entirely out of the casing.

No. 1,341,974. CASE FOR HOLDING CIGARETTE PAPERS. John W. Davis, Honolulu, Hawaii, patentee.

Patent awarded for a case for holding a pack of cigarette papers, comprising a pair of stiff covers for holding the pack between them, a flexible binding connecting the covers at their rearward edges and forming a flexible hinge permitting the covers to be opened and closed; two U-shaped springs, the legs of each spring being secured in the opposite covers and the parts of the springs connecting the legs extending longitudinally of the hinge.

No. 1,342,015. AUTOMATIC SWITCH FOR CIGAR LIGHTERS. Charles F. Cuno, Meriden, Conn., patentee. Patent assigned to Cuno Engineering Corporation, Meriden, Conn.

In an apparatus as described, a main support, a reel carried thereby, a cable comprising two flexible insulated conductor wires mounted on the reel, and arranged to be wound thereon, a spring operating to turn the wheel in one direction to wind the cable thereon, a current-consuming device at the outer end of the cable and electrically connected with the wires, a switch within the housing to open and close a circuit through the wires, and a switch-operating device comprising means arranged to be engaged by the several convolutions of the cable.

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them with all of the famous Burley Blend, and flavored with Chocolate
Life
CIGARETTES

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JOHN VAN HOLDEN:—41,755. For all tobacco products. May 22, 1920. Moehle Litho. Co., Brooklyn, N. Y.

MILWAUKEE:—41,758. For cigars. May 6, 1920. August Steffen, Milwaukee, Wis. Trade-mark originally registered April 19, 1885.

NATHAN HALE:—41,760. For all tobacco products. February 6, 1920. Seyms & Co., Hartford, Conn.

EDDIE CANTOR:—41,763. For cigars, cigarettes and tobacco. May 28, 1920. Sidney J. Freeman & Sons, New York City. (The photograph of Eddie Cantor is to be used in connection with this trade-mark.)

ORLIK-ROOT:—41,764. For briar pipes. June 4, 1920. Alfred Orlik, New York City.

TRANSFERS

INTERCEPTORES:—27,919 (Trade-Mark Record). For cigars. Registered February 6, 1903, by Samuel Saqui, New York City. Transferred to Dave S. Saqui, New York City, October 4, 1918, and re-transferred to Walter E. Olsen & Co., New York City, May 24, 1920.

CLEMENTO:—28,214 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 31, 1903, by Samuel Saqui, New York City. Transferred to Dave S. Saqui, New York City, October 4, 1918, and re-transferred to Walter E. Olsen & Co., New York City, May 24, 1920.

PEARLIDORA:—27,793 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 21, 1903, by Heywood, Strasser & Voight Litho. Co., New York City. By several transfers acquired by Dave S. Saqui, New York City, and re-transferred to Walter E. Olsen & Co., New York City, May 24, 1920.

EL ESPLENDIDOS:—27,872 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 29, 1903, by Heywood, Strasser & Voigt Litho. Co., New York City. By several transfers acquired by Dave S. Saqui, New York City, and re-transferred to Walter E. Olsen & Co., New York City, May 24, 1920.

EL SUBLIMITO:—27,873 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 29, 1903, by Heywood, Strasser & Voigt Litho. Co., New York City. By several transfers acquired by Dave S. Saqui, New York City, and re-transferred to Walter E. Olsen & Co., New York City, May 24, 1920.

PRIOLA:—32,370 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered December 10, 1906, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Marcial Castro y Co., Birmingham, Ala., May 21, 1920.

ROYAL TRIBUTE:—28,724 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 21, 1904, by American Litho. Co., New York City. By several transfers acquired by Maximo Grahn & Son, Tampa, Fla., and re-transferred to A. Fernandez & Co., Fort Myers, Fla., May 21, 1920.

AMERICAN TRIBUTE:—29,044 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 29, 1903, by Geo. Schlegel, New York City. Transferred to C. & M. Cigar Mfg. Co., Phila., Pa., April 18, 1918.

TAMPA MONARCH:—35,079 (World Bureau). For cigars. Registered June 27, 1908, by Pride Cigar Co., Tampa, Fla. Transferred to J. M. Sweat, proprietor of Monarch Cigar Co., Tampa, Fla., April 14, 1920.

OUR SEAL:—610 (Legal Protective Association). For cigars. Registered September 11, 1882, by Deutsch Bros., New York City. Transferred to Louis N. Yura, Brooklyn, May 9, 1920.

ROYAL STANDARD:—4290 (Trade-Mark Record). For cigars. Registered August 12, 1887, by Geo. Schlegel, New York City. Transferred to Leonard Wagner & Sons, Pittsburgh, Pa., June 1, 1920.

JAHILO:—23,586 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered December 19, 1911, by Hilbronner & Jacobs, Phila., Pa. Transferred to Emze Cigar Co., Phila., Pa., May 21, 1920.

SUNDAY AFTERNOON CLOSING

The King's County Cigar and Stationery Dealers' Corporation, of Brooklyn, N. Y., is leading a campaign which has for its object the closing of all cigar stores in the borough a half day on Sunday. There is no question of religious influences in the movement, which is designed to give dealers an opportunity for relaxation which they need.

As persuasion has failed to produce a unanimous agreement, although the idea is endorsed by a large majority, the corporation will work for a city ordinance or whatever legal means may be necessary to establish the custom.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN N.Y.
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write Stating Your Requirements
230-234 West 17th St., New York

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 101 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

LIBRARY
RECEIVED
JUL 6 1920
U. S. Department of Agriculture

VOLUME 40 NO. 13

The TOBACCO WORLD

JULY 1, 1920

We are in a position to take care of a few more jobbing accounts on the following brands

L-K
Elite
La Sonrisa
La Linda Cubana
Congressional Seal

We are manufacturers of strictly high class cigars retailing at 10 cents and up in both Shadegrown and Clear Havana

ROKOHL BROTHERS

(Established 1848)

353 EAST 20th STREET, NEW YORK CITY

HENRY LIERZ, Sales Manager, 5519 Spruce Street, Phila., Pa.
Phone, Belmont 5546

The Wolverine Bunch Breaker

Saves 35% of Your Binders and Largely Reduces Labor Costs

We will send one of our

Wolverine Bunch Breakers

By prepaid express on thirty days free trial.

Write for one today.

The Price Is Twenty-Five Dollars

West Michigan Machine & Tool Co.

FREE TRIAL Please send by prepaid express one of your bunch breakers on 30 DAYS FREE TRIAL

Sign name and address, tear off and mail TODAY.

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

LIPSCHUTZ'S 44 CIGARS

44 Cigar Co., Inc. Philadelphia

UNION LEADER
SMOKING TOBACCO

It made its Big Hit on Quality.

It's making another Big Hit on the price that captured the country—10 cents a tin.

FINE SIZES — CHANCELLOR — CIGAR — HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio ..... Vice-President
CAPT. GEO. W. HILL, New York ..... Vice-President
GEORGE H. HUMMEL, New York ..... Vice-President
JULIUS LICHTENSTEIN, New York ..... Vice-President
H. H. SHELTON, Winston-Salem, N. C. ..... Vice-President
WM. T. REED, Richmond, Va. ..... Vice-President
WM. BEST, Jr., New York ..... Vice-President
ASA LEMLEIN, New York ..... Treasurer
CHARLES DUSHKIND, New York ..... Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

L. A. BLOCK, Wheeling, W. Va. ..... President
WOOD P. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

GLOBE-SCOTTEN TOBACCO COMPANY IS FOR SALE, owners of Globe Tobacco Co. and Scotten Tobacco Co. brands and formulas, office furniture, equipment and supplies, as ordered by directors. Stockholders dissatisfied. Good demand for brands, unfilled mail orders on hand. A going concern. This is an opportunity for tobacco manufacturer. Liberal terms, including brands and good will. For full particulars address Globe-Scotten Tobacco Co., Detroit, Mich.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 July 1, 1920 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Time Means Money—So Does Floor Space

Corrugated Fibre Shipping Cases

FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

Save Time, Money and Floor Space

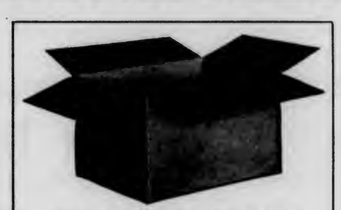
Your clerks can seal and tape corrugated fibre cases much more quickly than wooden ones. The saving in time is considerable. Make a test and satisfy yourself.

Our corrugated fibre shipping cases are just as strong and much lighter than wooden ones. This means money saved on transportation charges.

With the high rentals prevailing today every square foot of floor space means money. Corrugated fibre boxes reach you in flat bundles and can be stored that way until needed. They are easily and quickly set up Wooden boxes waste time, money and use more help than necessary.

Corrugated Fibre Shipping Cases Cost Less Than Wooden Boxes

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

Ship the Modern Way With Corrugated Fibre Shipping Cases

If you are not already using them, tell us what you ship and how you ship it, and we will mail you sample box best fitted for your purposes, and show you **a big saving in costs.**

Investigate "the best corrugated fibre shipping cases" now, and write us, mentioning THE TOBACCO WORLD.

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

A good habit is easily acquired—make a First Roman Cigar A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

Volume 40 THE TOBACCO WORLD Number 13

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 1, 1920 Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

THE members of the allied cigar and tobacco trades having eyes upon the possibilities of foreign trade can secure very valuable assistance from the Bureau of Foreign and Domestic Commerce after July 1, when funds will become available that will permit a widening of the service of this very important branch of the United States Department of Commerce. The primary object of the bureau is to assist American manufacturers and exporters in the extension of their foreign trade, its officials declare, and for this purpose there are maintained seven district offices and six co-operative offices in the United States, and commercial attaches and resident trade commissioners in the principal capitals and commercial centers of the world, and a corps of traveling experts in various lines.

For the purpose of providing a more complete service than in the past, the foreign activities of the Bureau have been divided into geographical divisions. Each division has its own work, that of the Far Eastern Division, for instance, being confined to Japan, China and the Far East; the Latin-American Division to the countries of Central and South America, and the European Division to the various European countries. These divisions will provide manufacturers and exporters with special information in their respective fields concerning markets for American products, significant trade conditions, commercial regulations, the industries and resources of nations, and many other matters that are related, directly or indirectly, to the sale of American goods.

By applying to the bureau, the tariff rates in force in foreign countries can be ascertained, which, in conjunction with freight rates, will enable the determination of the prices at which goods can be sold. There are many things in the tariff laws of many of the foreign countries that must be taken into consideration before an export business can be engaged in. It is particularly essential to know the basis on which duties are levied, since tariff rates have a direct and vital bearing upon problems of packing and shipping. In some countries, if several articles are packed in one container, the entire shipment will carry the highest rate that applies to any one article in the lot. In other countries, the duties are levied on the gross weight, and it is important to make the packing as light as is consistent with safe transit. In still other countries, duties are levied on the net weight, which includes the article itself and the immediate container in which it is placed.

The bureau is also in position to furnish information regarding license fees for commercial travelers and customs treatment of their samples; consular regulations which prescribe the number of copies of the bill of lading that must be transmitted for the use of the customs, the number of consular invoices required and the way in which they must be prepared; internal revenue taxes that are imposed in foreign countries; foreign trade-marks and patents, embargoes, import prohibitions and restrictions, and blacklists.

Upon application the bureau will list the names of cigar and tobacco manufacturers and exporters on its exporters' index. The firms listed in this index will receive a number of services that are not regularly furnished to the general run of companies regarding whose needs the bureau has no detailed knowledge. They will receive confidential circulars and bulletins of various sorts relating to their particular line; requests for catalogs in particular lines received by the bureau will be forwarded to them; they will be advised regarding trade opportunities for the sale of their products; and their names will be furnished to foreign inquirers asking for American sources of merchandise.

The bureau officials have furnished THE TOBACCO WORLD'S Washington Bureau with a number of suggestions for exporters, including the following:

"Exporters should get their names on the exporters' index so that they may receive the bureau's confidential information on foreign trade.

"They should write to the nearest district office about their export problems. The bureau, through its district or co-operative offices, aims to serve their interests, and the more it knows about their problems, the more effectively it can do so.

"Before addressing requests for information to American consular offices, the district office should be consulted. Frequently the bureau and its district and co-operative offices have on file just the information desired.

"Before entering the foreign trade field, business concerns should consult the district or co-operative office regarding plans. From these offices exporters can ascertain what countries are the largest importers of their products, and what countries are now supplying the demand, where American exporters in the same lines have met with success, the usual conditions as to credits, packing, etc."

Considerable attention has been drawn to the amount of money that the Government will have to pay out in indemnities for loss, rifling and damage to parcel post packages. In explaining the increases, the Post Office Department declares they are not out of proportion to the increase in the parcel post business.

The number of parcels carried in the mail has increased nearly sixty per cent., instead of one-third, as had been estimated, during the year. The claims, however, have not increased correspondingly, although the increase is larger than it would have been under the normal expansion of business.

"The situation is nothing out of the usual," declared W. J. Barrows, Acting Third Assistant Postmaster General. "Postal business of all kinds has increased largely all over the country, and it is not strange that the number of claims for indemnity for mail lost in transit should be larger."

Germany has cut the taxes on tobacco for the period from May 1 to September 30, 1920, according to advices received by the Bureau of Foreign and Domestic Commerce, yet the "remnants" of these taxes are sufficient to cause the German smoker some little inconvenience. For instance, the rate on cigarettes in the five highest tax classes is cut 50 per cent., yet the rate itself is not to go less than 87 marks per thousand. On fine cut smoking tobacco in the two highest tax classes, the reduction is to be 20 per cent., yet the rate for fine cut smoking tobacco is not to be less than 32 marks per kilo (2.2 pounds). The reduction of the tax on cigars is 75 per cent.

The tobacco industry is greatly interested in the appeal now being heard by the Interstate Commerce Commission for increased freight rates which would increase the revenues of the railroads by one billion seventeen million dollars per annum. While not among the heaviest users of freight cars, the industry is among those which would be seriously affected by such an increase in rates, since much of the tobacco used in this country is shipped long distances, both before and after being manufactured.

While the shippers who have thus far appeared before the Commission do not oppose the granting of an increase in freight rates, which they concede is needed by the railroads, they are seeking to secure some assurance that, if it is granted, they will get the service they will have to pay so dearly for. The only complaint offered is that the service at present is very poor, and that they have no assurance that increased rates will mean increased efficiency.

"We have no objection to paying—and paying well—for what we get," declared one large shipper while in Washington, "but we would like to know that we are going to get what we pay for."

—C. L. L.

ANNUAL CONVENTION OF THE T. A. U. S.

THE annual convention of the Tobacco Association of the United States was held at the St. Charles Hotel, Atlantic City, New Jersey, June 17, 18 and 19. Between 80 and 100 delegates were in the assembly room when the meeting opened on Friday morning, June 18, representing mainly the States of North Carolina, Virginia and Kentucky, and representatives also of the leaf dealers of Georgia and other States.

The president of the association, T. M. Carrington, called the meeting to order promptly and presented his report showing the conditions now existing in the tobacco trade.

He sketched the history of the 1919 crop. The bright tobacco of North and South Carolina, the Burley crop of Kentucky and the dark crops of various States and discussed them somewhat at length. He then spoke of the problems of exchange and drifted into a political argument on the League of Nations, followed by a review of the amount of tobacco produced in foreign countries, the activities of the association and railroad and foreign steamboat transportation.

Secretary G. E. Webb, in his report, explained the work of the association, reviewed the action of Congress in placing constantly increasing burdens of taxation upon the tobacco industry, and the attacks made on tobacco by various fanatical persons and organizations and closed with a statement of the vital necessity of the association to every department of the tobacco trade.

Following the secretary's report, President Carrington introduced Allen Walker, manager of the foreign trade bureau of the Guaranty Trust Company of New York. Mr. Walker paid special attention to the "professional politician" and Government exactions, also to foreign exchange.

J. P. Magill, of Harris, Magill & Company, Incorporated, steamship operators and ship brokers of New York, was the final speaker on the list, and discussed tobacco trade from the steamship operator's viewpoint.

The banquet was served at 6.30 to more than 100 members and guests. After coffee was served Col. O. W. Dudley, of Danville, Virginia, presented to President Carrington on behalf of the association a very handsome pitcher, goblet and tray of solid silver beautifully engraved.

The following ticket was then elected by acclamation:

President, T. M. Carrington, Richmond, Virginia; first vice-president, H. E. Spillman, Huntington, West Virginia; second vice-president, W. T. Clark, Wilson, North Carolina; third vice-president, W. T. Reed, Richmond, Virginia; secretary and treasurer, G. E. Webb, Winston-Salem, North Carolina.

Board of Governors: E. J. O'Brien, Jr., Louisville, Kentucky; G. O. Tuck, New York; E. B. Ficklen, Greenville, North Carolina; E. V. Webb, Kinston, North Carolina; C. W. Walters, South Boston, Virginia; J. M. Edmonds, Danville, Virginia; W. G. Rogers, Warrenton, North Carolina; Helm Glover, Louisville, Kentucky; A. P. Thorpe, Rocky Mount, North Carolina; W. Z. Mitchell, Oxford, North Carolina; John L. Wingo, Richmond, Virginia.

11.

Deer Jim. You probly thought I got fired dident you? Nope Ive bin on my vacashun. I was cummin to old Pinkville but Bob sed "Youll be ded enuf when you get back without spending your vacashun in a ded town" and he giv me a letter to his ant that kepes a boarding hous down to atlantik citty and she let me board for haf price and I ate dubbel at that. So I dident hav enneigh time to rite a letter down there but I spose you got my sooveneer of the oashion and that aint gone dry yet.

Say Jim if youd go down to atlantik citty for a vacashun youd get so waked up youd nevver get to slepe agen and buleve me if you want to get enneigh ideeahs about running a good drug store youl haf to stik your noze out of Pinkville once a yeer. If you cant do enneigh better cum over here to Pike Citty and youl find out sum things all rite.

Bob says a feller that dont ever go outside of his old home town and look around a littel gets so he thinks the drummers is lying to him when they tell him about sum store sumwhere thats better than his. And he says that a feller that never goze enneigh place else gets kind of haf wittid thinking about nothing but what he can see on the rode from the hous to the store and back agen. He say heez rite. Ime that way—not haf wittid I don't meen, but I think like Bob does.

If you think Ime going to rite all about what I saw on the board walk down there on my vacashun, your thinkers running on too leen a mixcher. I got enuf of that board walk eround in one day. Sum gang. More diffrunt kinds of fokes than youd see in Pinkvill in a yeer, leep yeer at that. All of em thinking about theyer close or about sum guy with jack to burn or about theyer complexshuns or about sum daim or about sumthing to eat.

Part of the time I went in swimmin but buleve me it was sum diffrunt from the old Pinkvill swimmin hoal. He say so. The water wassent so wet, and a lot of thoze ladie swimmers I gess had soots on that they was afrade wood shrink or sumthing if they got em wet.

But a lot of time I went around looking in shop windows and seeing whose who in the cigar bizness. Say, one thing I notist was that all those fellers running places along the board walk had theyer sine all shined up like a dyemond ring Dazie just got at one of these doller limmit stores. I meen the dollers the limmit, not the ring.

Every morning when I got around erly enuf Ide see fellers out pollishin up theyer sines and theyer door nobs and theyer window glasses and I wached to see if they did it all the time and say, Jim, how offen do you wash your store windows? I dont wash ours moren once a weke and I dont kno when I pollisht our sine.

When I saw how slik and shiney those places lookt I thought they must be sum speshul expensiv way of fixing em and then I found that all there was to making em look so foxey was just elbo grees and I gess Ive got plenty of that and since Ive got back Ive maid the old sine shine sum, He say I hav, and Bob says the boss is afrade Ime going to ware out the plait glas in the frunt before the price of glas gets doun where he can afford to buy a new one. But the frunt of our store looks like a diffrunt joint. It looks like a millyun dollars. I admit it.

He bet a new 2 sents peece agent the hole town of Pinkvill that if youd use a littel elbo grees and mebby a littel gold paint or sumthing on the sines in frunt of your old drug store, the boss would go rite by when he cums doun tomorrow beeaws he woodent recognize the place. You just look over the sines along your strete and see if most of them aint all mildood or turning grene or sumthing. Why lots of em are that way even heer in Pike Citty and Pike Cittys got it all over Pinkvill like a circus tent.

Another thing I notist about sum of those cigar places doun to atlantik citty and that was how snappy theyer clerks was. Say, I thought Bob and Spike and Josey and me and even Persy was pretty snappy rite on the job when enneigh customers shode up, but buleve me, Jimmie, weer aslepe at the swich.

When I went in one or 2 of those slik shops by the big hotels I coo l see that if a customer wood cum in a clerk would cum to attenshun in front of him as snappy as a shavetail when a majorgennerul goze by. Of coarse sum shops wassent that way but I meen the classiest ones. I don't kno how Ime going to get our bunch workin more snappy beeaws Ime afrade theyll get mad if I say enneighthing, but I can see that customers like to hav servis when they cum in and they like to see a clerk act as if he had sum pep not as if he was just being took doun with the slepeing sikness.

Our fellows is on the job all rite, all but Persy, but when I saw what regguler snap was I saw we dident hav it. I think Ile ask the boss if he cares if I put up a sine in the back of the store where the fellows can see it but not customers. Ide like to hav it where our exqwisit stenografer Dazie can get a eyeful of it once too. Sheze getting her ate hours of work and her ate hours of slepe all mixt up and Ime afrade sheze going to be lait getting around to the tango parlor sum night. Oh yes the sine will reed More Pep Pleez or sumthing like that. Gee Ile haf to get a moov on myself before I put up the sine tho or theyll hav a laf on me. But Ime the guy that put the pep in peppermint and Ile show em how to step lively.

Now dont get me wrong on this Jim. I dont meen that a feller ought to be rushing around all the time like a chicken thats just had its skypecce amputated. Just rushing around and not getting enneighwhere aint going to maik customers think youre givving em servis. Theyll think youre crazie. I meen acting qwick when customers cum in, getting to em as soon as you can and if you cant then telling em youll be there in a seccond. When a customer's in a hurry heez in a hurry and he dont want to haf to stand and lissen while you and sum other feller make a bet on the ball gaim. Maik it snappie but use your beene. Thats my mottoe Jimmie. Ime that way. Rite soon to

Your snappie frend

BILL.

DIVIDENDS PAYABLE JULY 1

The following companies have declared dividends payable on July 1:

Tobacco Products Company, 1¾ per cent. quarterly dividend on preferred stock.

American Cigar Company, quarterly dividend of 1½ per cent. on preferred stock.

Liggett & Myers Tobacco Company, quarterly dividend of 1¾ per cent. on preferred stock.

General Cigar Company, quarterly dividend on debenture preferred stock of 1¾ per cent.

America Tobacco Company, stock dividend of 75 cents on Class B common stock, payable August 1 and quarterly dividend on preferred stock of 1½ per cent. on July 1.

American Snuff Company, quarterly dividend on preferred stock of 1½ per cent. and quarterly dividend of 3 per cent. on common stock.

P. Lorillard Tobacco Company, quarterly dividend on common stock of 3 per cent. and quarterly dividend of 1¾ per cent. on preferred stock.

R. J. Reynolds Tobacco Company, quarterly dividend of 1¾ per cent. on preferred stock and quarterly dividend of 3 per cent. on common stock.

BAYUK BROS. AND MAPACUBA CONSOLIDATED

A consolidation of the Bayuk Brothers Company and the Mapacuba Cigar Company was recently concluded, and a new charter was obtained under the laws of the State of Maryland. The business will be carried on under the same management as heretofore, in the name of Bayuk Brothers, Incorporated. Under the new charter there will be an expansion both of financial resources and physical equipment.

The officers of the new incorporation are: President, Samuel Bayuk; vice-president, Louis A. Kramer; treasurer, Mayer Bayuk; secretary, Harvey L. Hirst.

UNITED STATES PROTECTS "TOM KEENE"

Very few cigars in the world have attained as high a reputation, in their class, as the great "Tom Keene," manufactured by the General Cigar Company, Incorporated. It is natural that attempts should have been made to infringe so popoular a trade-mark, and the General Cigar Company have notified the trade that the United States District Court for the Western District of Pennsylvania, on March 5, 1919, granted a perpetual injunction restraining and perpetually enjoining William M. Siers, his servants, agents, attorneys and all claiming from or through him from manufacturing or selling cigars bearing the infringing marks "Joe Keen," "Judge Keen" and "Keen Judge," and from selling or offering for sale his or their goods as "Tom Keen" or "Keene" cigars in such manner as is calculated to deceive the public or mislead it into the beliefs that any cigars manufactured or caused to be manufactured by said William M. Siers or those claiming through or under him are the manufacture of the General Cigar Company, Incorporated, and from doing any other acts or things which are intended to calculate or create confusion as to the origin of the General Cigar Company, Incorporated, goods or William M. Sier's goods and from attempting to divert to William M. Siers any trade which the General Cigar Company, Incorporated, has built in connection with its predecessors or by means of said trade-mark and by means of the General Cigar Company's, Incorporated, well earned reputation for the superiority of its "Tom Keene" cigars.

Cigars bearing the trade-mark or brand "Joe Deen" have been placed on the market, which trademark or brand is deemed by the General Cigar Company, Incorporated, an infringement of its trade-mark "Tom Keene." The said William M. Siers applied to the United States Patent Office for leave to register his trade-mark "Joe Deen." His application was opposed by the General Cigar Company, Incorporated, and a decision was made by the United States Patent Office sustaining the opposition and adjudging that the applicant William M. Siers is not entitled to the registration of the trade-mark "Joe Deen."

The General Cigar Company, Incorporated, gives notice that it will continue to protect its rights in and to its trade-mark "Tom Keene" and all other trademarks belonging to it and will take appropriate action against all persons infringing thereon.

U. C. S. CO. MEN TO VISIT MANILA

S. E. Robertson of New York and D. P. Ellyson of San Francisco, representing the cigar department of the United Cigar Stores Company, are sailing on July 2nd for Yokohama, Japan, en route to Manila, where they go to study conditions covering cigar manufacture in the Philippines. Messrs. Robertson and Ellyson expect to further extend existing connections between the United Cigar Stores and the Manila manufacturers.

Mr. Robertson has for several years been assistant in the cigar department, and is therefore familiar with every detail of the development of the business in Manila cigars. Mr. Ellyson is the United's cigar buyer on the coast. The United's representatives will be gone probably until September next.

Business Building

By a trained Business Man and Advertiser

Written especially for

THE TOBACCO WORLD

by A. E. Pharo

All rights reserved

SUPPOSE a customer, in a talkative frame of mind, should ask you whether there is any real satisfaction in smoking, and if so, how is it brought about. Would you be able to take advantage of this opportunity to prove that you know everything from the ground up, even remotely affecting your business, or would you confess your ignorance, or would you dodge the subject by talking learnedly of politics?

Here's the way a friend of mine would talk who has built up a large business from a little shop:

"Answering your question," he would say to his customer, "I was talking to a doctor the other day, and I asked him the identical question you have asked me.

"The doctor said that smoking has a tendency to slow down the action of the heart. Following this slow-down the nerves are relieved from the active pressure which an active heart causes. They relax. A calmness prevails—a peaceful feeling, contentment, a quiet happiness supervenes. The joy of life becomes manifest.

"It is as though a nervous, forceful player should thump and bang a piano with haste and strength. Good music, it might be, but it would tax one's strength to listen. Then comes a player of another sort. Slowly and softly the keys are pressed. Gentle is the touch. And the ear is caressed with a beautiful melody, of perhaps 'Home, Sweet Home.' Restful, soothing, breathing peace and contentment."

* * *

THESE Doughnut Makers, Bread Makers and Candy Makers are certainly putting it across on the principal streets of the large cities, by making their products in the show windows. People stand and look at them fascinated and then they are impelled to walk in and buy the goods. They had no more intention of buying doughnuts than you have of purchasing a yellow dog with two tails—but they just couldn't resist.

Why can't this set in motion the thinkery of some live wire cigar maker? I mean the one who specializes on a particularly fine cigar. Why don't he have his man work in the window an hour in the morning and an hour in the afternoon.

Do it right!

Dress him in spotless white, as spotless as the falling snow. Have neat little piles of the various parts of the cigar. Have a placard on each pile, stating what kind of tobacco it is, where from, what are its qualities, and the care with which it is selected. Have photographs of the tobacco fields, of different processes of work on the tobacco. Have a large placard telling the history of this famous cigar and how it is going to be kept up to the high standard, no matter what. Have testimonials telling about the merits of the cigar—how it is the producer of a thousand delights—how it transforms one to the realms of fairyland where all noises are music and all scenes are beautiful.

Have the worker work extremely slow and with the greatest care, as though he had perfection for his aim if it took a day to make a cigar.

Mebbe this wouldn't be a good advertisement for that cigar. And mebbe it would. I'll leave it to you.

* * *

MANY and many a fortune has been made because a man adopted a slogan and then heeded its meaning. Did you note that pretty little slogan the T. M. A. got up at Washington? Here it is:

"We propose to look ahead. We are planning for the future. We are working together harmoniously for the good of the trade."

Do you know, every time I read that I think more of it. It says so much; says it in a few words; and those words seem actually alive. Just read 'em again, won't you, and see if they don't get under the skin and stick there. Don't they? For sure?

Let's slosh around them a bit. It'll do us a lot of good. Are we looking ahead? Are we? We see the world moving, advancing, growing, following the command of nature—the law of growth. Are we growing? Are we planning for growth in the future, and reaching out for it—developing our personality, our ability, making friends, paying more and more attention to the details of business, pushing better and better goods?

Are we planning, as well as looking? Have we our eye on a finer store in a better neighborhood and making a high resolve that we will get there, b'gee? Are we thinking of taking on other lines of goods to help us carry out our plans and working towards that end?

Then are we working harmoniously with our manufacturers, asking them to send us selling helps and promising to use them to the best advantage, and push sales with vigor? Are we?

* * *

IT is the custom of physicians and scientists to make public, for the welfare of humanity, any discovery or invention which they may evolve, and this policy has caused the world to reach the high state of development which we enjoy today.

Theodore Roosevelt had the same idea, which caused him to say that: "Every man owes some of his time to the upbuilding of the profession to which he belongs." He was talking to You, friend reader, when he said this, and I am also talking to You.

Now, you know one or two stunts in the cigar line which are extremely valuable. They make a noise

like money and are a success in building business. It may relate to buying, or selling, or keeping stock, or side lines, or advertising, or display of show windows, or the value of a good location, or some such thing.

Sit down and write it to the Business Building Department, and we will pass it on. Needn't write a literary article; just give the facts and we will polish it up.

Thus you will pay a debt to society; you will follow Teddy's valuable advice, and the reaction upon yourself will help you improve your own business more than your suggestion will help others. Thus will you get your reward.

DID SMOKING CAUSE His early death? Thomas Morris began smoking at the age of nineteen and continued all his life. He was not what is termed an "Inveterate Smoker," but he enjoyed his pipe and was pretty steady in his enjoyment. He died last month at Grand Island, Neb., cut off by the grim reaper at the early age of 126 years. Who knows but what if he had refrained from the use of tobacco, he might have remained with us several years longer.

He was born in North Wales, January 15, 1794, as proved by documentary evidence. He came to the United States in 1850, and followed his trade of shoemaker at Grand Island. It might be well for dealers to cite this case to their customers as a solemn warning against the use of tobacco and caution them of the danger of meeting their fate at the early age of a hundred and twenty or so, unless they cease using the poisonous weed.

WISE MAN, said I, as I read his advertisement. It occupied a full page. The man specialized; specialized on hand-made cigars for particular gentlemen. It sounded good to me as I read it. Said I to myself—"There is undoubtedly a cigar which it would give a man real pleasure to smoke. He buys selected stuff from the best houses. He has built up a particular trade of men who are keen and critical; who know what is good and insist on having it and who would change in a minute if the goods fell down from the high standard they have held.

Do you specialize also, Friend Dealer? Do you have a certain brand of cigar, which by careful trial and much investigation you consider about the best thing that ever happened in the cigar line? Do you talk it up to your particular customers, and hand it out to those who want something extra and who don't know just what they want, and therefore await a suggestion from you?

Do you learn all about that particular cigar—where all its innards come from, how carefully it is selected, the care and skill put in its making, how you personally watch it up like a hawk watches a field mouse from aloft, how you smoke two or three from every consignment, being particular to smoke it after lunch, when you feel best, and that you have smoked nothing for several hours, putting all your mind in the smoking to detect the fine odors and see if it is up to its high standard?

My, what an interesting story you could get up about that cigar! And how popular you could make it!

Notes and Comment

Mr. Samuel Levy, formerly of Trenton, N. J., now in Los Angeles, Cal., has resigned as president of the Enterprise Cigar Company of Trenton, N. J.

The Friedman-Goldberg Leaf Tobacco Company is being organized at Madison, Florida, with Solomon Freidman as president; W. Goldberg, vice-president; R. A. Goldberg, secretary and treasurer.

The Palmo Cigarette Company of Somerville, Massachusetts, has been incorporated with a capital of $50,000. John R. Baker is president and Paul Vartigan is treasurer.

At the closing session of the General Synod of the Reformed Churches of America at Asbury Park, New Jersey, a resolution that all ministers connected with the Synod abandon the use of tobacco in any form, was defeated by a vote of 61 to 26.

The E. V. Schnoor Cigar Company of Wichita, Kansas, with branches in Oklahoma City and Kansas City, has been incorporated with a capital stock of $250,000, fully paid. E. V. Schnoor is president and J. C. Leverence is secretary and treasurer.

On July 1st L. & H. Stern, Incorporated, manufacturers of pipes and holders, will move into their new factory at 56-60 Pearl Street, corner of Water Street, Brooklyn, New York. The new factory greatly increases their production and makes possible several new quality lines.

The Byrd-Johnson Tobacco Company has been incorporated at Columbia, South Carolina, with a capital stock of $40,000. A wholesale tobacco business will be conducted. F. M. Byrd is president and treasurer; W. D. Coggeshall, vice-president, and O. M. Johnson, Secretary.

According to the "San Francisco Grocer," H. L. Judell & Company have decided in the future to confine their efforts to the cigar, pipe and candy lines, as due to their increasing trade on these goods the entire space of their large Front Street premises will be required. They will therefore give up entirely the sale of tobaccos and cigarettes, which lines they have carried for the past eighteen months.

The "Pipe Organ" of Wm. Demuth & Company had the following observation on the front cover of the June issue:

"When you exchange dollars for merchandise you feel that merchandise is high, but when you exchange merchandise for dollars you know that dollars are low. The fact that there is more money than there is merchandise adds to the cost of merchandise and reduces the value of the dollar. Dollars have shrunk more than the price of pipes has advanced. In the final analysis, pipes today cost less than they should."

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

Merchants' Association May Blacklist Deadbeats

By RALPH H. BUTZ

THE merchants of a community have the right to organize for mutual protection against habitual deadbeats and those who are unworthy of credit. That merchants do have such a right is proved by a recent decision rendered by the Supreme Court of Florida. And it was further held, that where merchants belong to such an association, organized for their mutual protection, and fail to inform their fellow dealers of cases where patrons default, such merchants may be held responsible for the defaulting person's further obligations to other dealers.

"The matter of extending credit," said the Court, "is a large part of modern business, and merchants have the right to organize for their own protection and agree to report to each other the name of the person to whom credit has been extended who has failed to pay his account, and agree that they will not extend credit to such person without assuming his indebtedness. This is not the same as boycott by refusing to trade with him, but is only an agreement not to extend him credit without assuming whatever indebtedness he may owe to any other member of the association.

"In order that merchants may prudently do a credit business it is expedient for them to know those in the community who meet their obligations promptly and those who do not, and they have the right to organize and enter into mutual agreements for the purpose of giving each other the benefit of their knowledge on these subjects, and a communication made by a member of the association to the other members, is privileged, if made in good faith and in such a manner and on such an occasion as to properly serve the purpose of the association."

This decision was the result of a suit brought by a customer against a merchant of Perry, Fla. The merchant reported the name of this customer to the other members of the association, stating that the said customer was in default. The customer sued the merchant for libel, claiming that he was represented as being a deadbeat; obtaining support for himself and family by dishonorable and dishonest methods, and that he was a person unworthy of trust.

In reply to this declaration the Court said: "We do not think that the innuendoes are supported by the alleged libelous act of the defendant. The agreement sets out several methods by which the merchants of Perry had sustained losses, and the constitution stated that the purpose of the organization was to protect its members against loss by reason of extending credit to those unworthy of trust. 'Trust' in the sense here used, means to give credit to, and relates to a person's financial ability to pay his debts."

The constitution and by-laws of the Perry Merchants' Protective Association, signed by all its members, contains these recitals:

"Whereas, past experience has taught the undersigned that there are those who visit and for a time live in a growing town like Perry, who are inclined to live on the confidence that merchants have in humanity," and "by reason of such confidence the merchants of the town of Perry have time and again extended credit to those who were not worthy of such credit," and "in the past it has been possible for persons to obtain several months' support from all the merchants, on account of the lack of organization on the part of the merchants, by trading with one merchant a short while and then with another, until he had completed the round."

"When any member of this association shall give notice by and through the attorney of this association that any person has failed to pay his or her account, together with the amount of such account, and that the notifying merchant is no longer willing to carry the account of such defaulting person, none of the members of this association shall thereafter extend credit to such defaulting person, and should any member of this association thereafter credit such defaulting person, said member so selling and crediting such defaulting person agrees to assume the account and accounts due the other members of this association of which such member so crediting had notice. Provided, however, that it shall be the duty of the attorney to notify each member of this association when any person is reported in default, together with the amount of the account and to whom it is due, and further if such account should be thereafter paid by the defaulting person or satisfactorily arranged, then it shall be the duty of the attorney so to notify the members of this association, and all members shall thereafter be released from any liability on account of extending credit to such party who had theretofore been in default."

(Copyright 1920 by Ralph H. Butz.)

THE DURALECTRIC CIGAR LIGHTER

A firm of New York State electrical manufacturers has placed on the market a very handsome commercial cigar lighter, for counter or case, either for continuous duty or intermittent duty, with a capacity of 110 volts, 60 cycles. The standard lighter is finished in grained mahogany, but special finishes are made. All types are made to operate from city current. The name of the lighter is the "Duralectric."

TOO LATE TO CLASSIFY

Practical man wanted to take charge of a cigar factory. One capable of handling help, and taking full charge of cigar manufacturing end, with an investment of $2500 to $3000. This is a first-class business, earning good money. Address replies to Box A-217, Tobacco World.

FACTORY WANTED

WANTED—To Buy Factory in Pennsylvania with a capacity of 2 to 10 million Class B short filler cigars. Address Box A-216, care of "Tobacco World."

The Best is the Cheapest

AND how truly this applies in the cigar manufacturing industry. The best workmen do better work with less waste. The best tobaccos properly blended tell their own story of merit.

When you put out a well dressed package there is no need to explain to the jobber, dealer or smoker. The distinguishing mark of better cigars is on the package.

Our service department is ready at all times to offer suggestions and submit ideas to interested cigar manufacturers.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York
United States and Canadian Representative

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 232 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 180 HAVANA

Pitching Air-Tight Ball!

YOU can't "put a run over" on our Advertising Team. PRINCE HAMLET'S "scoring" an unprecedented demand. You can knock a home run and win your game against a customer's smoke appetite *every time* by selling him —

PRINCE HAMLET
2 for 25c.—15c.—25c.
Also 10c. and 11c. sizes
The Well-Balanced Satisfying Smoke

"Warm Up" to our "Delivery"

BAYUK BROTHERS
Manufacturers of the Famous "Mapacuba" Cigars
PHILADELPHIA

New York, 119 Lafayette Street Phone, 3166 Franklin

TRADE NOTES AND NOTICES

At the annual meeting of the Danville Tobacco Association, at Danville, Virginia, on June 14, W. C. Wooding was elected president for the ensuing year and O. W. Dudley, vice-president.

At a special meeting of the stockholders of the Morse Tobacco Company of Providence, Rhode Island, the following officers were elected: President, George L. Symons; treasurer, C. W. Morse; vice-president, Francis G. Symons.

Warehouses at Winston-Salem, N. C., are getting ready for the 1920 sales. Piedmont warehouse is laying 35,000 square feet of concrete floor in the basement, to be used for parking automobiles. J. G. Flynt Company is building a new warehouse of brick and steel, with 80,000 feet of floor space. Gorrell's warehouse is adding a ladies' rest room and an automobile room 100 x 75 feet, with a concrete floor. Other warehouses are also making improvements and enlargements.

Tobacco Patents Granted

[Full details and specifications of the following patents may be obtained by addressing Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give number of patent only.]

1,343,178. COMBINED CIGARETTE AND VANITY CASE. Melville A. Miller, Pittsfield, Ill., patentee. Patent assigned to Brun-Mill Co., Pittsfield, Ill.

Patent given for a case comprising, in combination, a pair of hinged covers having spring means tending normally to open them, a tongue swingingly secured between the covers and having spring means for pressing the tongue toward one of them, a mirror frame having a hinge connected adjacent the free end of the other cover against which it is adapted to lie, and means carried at the opposite end of the frame adapted to engage with the tongue for holding the frame extended outwardly with the mirror exposed for use.

1,342,512.—CIGAR HOLDER AND SAVER. Johan Skinderviken, Chicago, Ill., patentee.

Patent for a cigar holder having holding means, said holder having a slot and said holding means comprising arms extending through the slot, means to pivot said arms, a rod secured to one of the arms and suspended loosely relatively to the other arm, and a spring surrounding the rod and urging the arms apart above the pivot.

1,342,805.—ASH TRAY, John P. Griffin, New York, patentee.

An ash tray comprising a base receptacle having upwardly-curved sides merging into the bottom thereof, a glass lining conformingly engaged within said base receptacle, and a body conformingly engaged within said lining and projecting above the top of the side flanges thereof, said body being provided centrally with an opening extending to the lining and terminating short of the top of the body.

1,336,724.—CIGAR-TIP CUTTER.—Charles Berberich, Waterbury, Connecticut, patentee.

The combination of a cylinder sleeve, a band mounted at one end of the sleeve, a cylindrical jacket, a second band secured to the inner face of the jacket intermediate the ends thereof, and having a cutting edge, said sleeve telescoping within the second band and formed at its lower end with an outstanding annular flange.

1,342,863.—CIGARETTE HOLDER. Lawrence V. Redman, Archie J. Weith and Frank P. Brock, Chicago, Ill., patentees.

A cigarette holder comprising a tubular stem formed with a contracted portion of small diameter adapted to fit between the lips and with a thin circular flange of large diameter symmetrically disposed with relation to said step and adapted to fit within the front surfaces of the teeth and the lips, the holder being less than three times as long as the diameter of the flange.

1,343,125.—MACHINE FOR APPLYING PAPER MOLDS TO CIGAR BUNCHES. Louis R. Gindrat, Baltimore, Md., patentee. Patent assigned to The Cigar Machine Corporation of America, Baltimore, Md.

This patent is for a cigar bunch-forming mechanism including a rolling apron and traverse mechanism therefor, and means for feeding mold wrappers into position to receive the successive bunches from the apron, of means for rolling the wrappers around the bunches comprising an endless belt, a pair of fixed rollers and a pair of movable rollers arranged to hold the belt in the form of an open pocket.

1,343,253.—TOBACCO PIPE AND CIGAR HOLDER. Alfred Dunhill, London, England, patentee.

Patent for a tobacco pipe, cigar holder or cigarette holder having a stem portion, a recess in the end of the stem portion, a mouthpiece having a reduced portion at one end adapted to fit into the recess in the stem portion, a tube extending through the mouthpiece and stem portion, an annular stamped up enlargement formed on the tube intermediate its ends.

TOBACCO PRODUCTION OF THE SAMSUN DISTRICT

The American Trade Commissioner at Constantinople, in a recent report, states that tobacco is the most important article of export from Turkey to the United States. As a result of territorial losses resulting from the Balkan wars, the two leading producing areas in Turkey are now Smyrna and Samsun. While the Smyrna district has a large production, the characteristic grade grown there is inferior to the Samsun product, a close rival to Xanthi tobacco.

Three American firms have branch offices at Samsun, where they make their purchases from peasants, or sometimes from local merchants, and also have their own manipulating rooms. A strong preference exists for direct shipment from Samsun to the United States, especially marked now because of the congestion and heavy transit costs at Constantinople. The prevailing rate is $45 to $55 per ton, Samsun-New York.

The following data on the tobacco cultivation and exports of the Samsun district was prepared by the Société de la Régie Cointeressee des Tabacs de l'Empire Ottoman:

From 1913 to 1919 the number of tobacco cultivators in the Samsun district decreased from 30,751 to 9414, or 70 per cent., the area planted from 149,191 to 56,030 deunums (1 acre = 4.4 deunums), or 63 per cent., and the production registered from 13,247,253 to 4,273,000 kilos, or 68 per cent. (Kilo = 2.2 pounds.) The Régie estimates that the final returns will show an increase of 10 per cent. over the 1919 figures now available. The information with respect to the kilos registered is based on estimates made in connection with the permits granted for cultivation.

The chief point of destination is New York which took 3,389,248 kilos in 1913, or 33 per cent. of the total exports, and 2,142,345 kilos in 1914, or 47 per cent. of the total exports. As far as the ultimate markets are concerned, this does not truly represent the situation, as, because of the regular Austrian Lloyd service before the war, Trieste appears as the second port of importance. Actually, a large share of this tobacco was trans-shipped at Trieste, bound for New York.

Sam. Margulies, field secretary of the Cigar and Tobacco Dealers' Association of Minneapolis, has become editor of the "Cigar and Tobacco Journal," the official publication of that association. The journal was established in 1895. It publishes the trade news and gives the kernel without the husk, but there is nothing else "nutty" about it, and it is a bright, readable and creditable magazine. We wish the new editor success.

Don't Let A Good Customer Get Away

When a man says "Gimme a good pipe," don't take him down the line showing the poorer pipes first, saving the better ones for the grand climax.

He may not wait for the finish.

Show him W D C Pipes at the start. You'll save your own time and preserve his patience.

Besides, you'll speed up sales to the velocity they ought to go. Your turnover will revolve so fast that it will make your head swim.

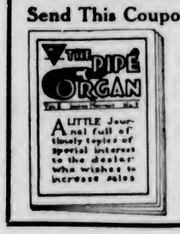
And its a great thing to be in the swim with this W D C Pipe and Triangle Tube business. There's a bunch of it floating around your door ready to be pulled in.

Your distributor can supply you with the necessary bait.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturer

If you don't get the "Pipe Organ" mail the Coupon below.

Send This Coupon For "THE PIPE ORGAN"



Please place my name on your mailing list for "The Pipe Organ." It is understood there will be no charge and that I will not be obligated in any way.

Name_____

St. & No._____

City & State_____

TOBACCO MARKET IN BOLIVIA

Although the United States held a negligible place in the tobacco trade of Bolivia up to 1918, American cigarettes and pipe tobacco have begun to enter the market in increasing quantities since that time.

All the leaf tobacco imported into Bolivia is brought in from Brazil by the Amazon route and through the customs houses at Cobija and Abuna. Of the pipe tobacco imported in 1918, 811 kilos came from Great Britain and the remainder from Brazil. Imports of cigars were distributed by countries of origin as follows: Cuba, 1756 kilos; Brazil, 375 kilos; Netherlands, 248 kilos; Argentina, 5 kilos; United States, 1 kilo. Brazil furnished 2697 kilos of the total imports of cigarettes, largely for the Beni-Mamore region; Cuba, 892 kilos; Great Britain, 188 kilos; and the United States ½ kilo. (A kilo is 2.20 pounds.)

The greatest obstacle to the development of a market in Bolivia for foreign tobaccos is the Government "estanco," or monopoly. The Government was to have 60 per cent. of the net profits and the concessionaires 40 per cent. Moreover, the company was to have the exclusive right to the manufacture and importation of tobaccos in Bolivia. By a subsequent decree of the Government, the Beni district of the Republic was exempted from the control of the monopoly and a German firm was endowed with the exclusive privilege of trading in tobacco in this region. Practically all the tobacco consumed there is brought in from Brazil, though some is produced in the Department of Beni itself.

The tobacco used by the "estanco" for the manufacture of cigarettes is produced in the regions of Bolivia which lie to the east of the Andes. Of 195,499 pounds of tobacco used by the "estanco" during 1918, 100,010 pounds came from the Vallegrande district, which lies between Sucre and Santa Cruz, while 77,053 pounds were produced in the Azero and Tomina districts of the Department of Chuquisaca, of which Sucre is the capital. The rest came from the Departments of Tarija and Cochabamba, with small quantities from the Department of Potosi. Four grades of cigarettes are made which retail at respectively 10, 20, 30 and 40 centavos per package of 14 cigarettes. (5 centavos equal 2 cents.) Although very strong, these cigarettes are of good quality. No cigars are made by the "estanco."

The foreign tobaccos sold in Bolivia are imported by the "estanco," which in turn sells to the local retailers. Most of the cigarettes sold are packed in tins of 50 or in packages of 10. One of the most popular American brands on the market sells at 1.20 bolivianos although the smaller packages of the standard brands on sale retail at 1 boliviano. (39 cents.) Two English-made cigarettes seem to have the largest sale in La Paz. The demand for imported cigarettes is limited to the American and English colonies and to travelers of the same nationalities, and to the wealthier Bolivians. Probably 60 per cent. of the native Bolivians do not smoke at all. This is largely due to the wide use of coca among the Indian population.

Foreigners in the country are also the largest buyers of pipe tobacco, since the natives are little addicted to this form of smoking. English and American pipe tobaccos are most widely used, the former selling at 2.50 bolivianos for the ¼-pound can, and the latter for from 3 to 3.50 for the same size can. Pipe tobacco made by the "estanco" retails at 3 bolivianos a pound.

CULTIVATION OF MACEDONIAN TOBACCO

Tobacco constitutes the principal source of revenue in Macedonia, and is cultivated especially in Siatista, Lilkich, Langada, and Chalcidice. Since soil most favorable for the cultivation of tobacco should contain clay and lime, and must be stony and airy, Macedonia is favored, especially at the foot of mountains, where the matter brought down by the rain and snow make a soil formed of lime and schist debris enriched with iron oxide. The land is dry, with the necessary warm climate for the tobacco to mature properly. There would be danger even that the sun would dry up the plants if the sea breeze did not freshen them up sufficiently. The best tobaccos are harvested on the slopes with southern exposure. The peasants distinguish two qualities of tobacco, namely, the "karsiyacades," or tobacco coming from lands of northern exposure or shaded land, and "yacades," coming from sunny lands. Flat lands, rich in nitrogen, which are suitable for the cultivation of cereals, are not suitable for the cultivation of tobacco, as the leaves become large and hard.

The transplanting of the young plants, which are set out in nurseries in February, begins about the middle of May. They are transplanted in long rows in large fields at intervals of about 20 centimeters between plants. The gathering of leaves, which is done before sunrise, extends from July to September, and each plant bears from 14 to 15 leaves. The gathering begins with the low-hanging leaves of the plant and then with those up higher, which, although small, are of the best quality. The leaves are strung one by one into wreaths and hung exposed to the air and protected from rain. Once dry, they are baled and constitute what the peasants call "pastals." These operations take to the end of December, and the dried tobacco can not usually be sold until January or February.

The tobacco harvested in these regions varies in appearance and character with the place of production, but the trade of Saloniki subdivides them into two classes, "basmas" and "bachibales," the latter being of secondary quality. The basmas tobacco is made up of small leaves of a slightly oval and oblong form, the stem and veins of which are extremely fine. These are placed the one upon the other and pressed into bales. The bachibalee, a Turkish word signifying "thick heads," consists of leaves of coarse stems and veins, whose sizes are different according to variety. After being gathered, they are tied into bundles of about 30 leaves each.

In January and February of each year these companies dispatch their agents to the principal producing localities to effect their purchases. Together with an expert and a broker, these agents have charge of all transactions and transportation of the tobacco to the Saloniki or Cavalla warehouses. Once the tobacco is in the warehouses, it is handled very carefully. At Cavalla about 15,000 workmen and in Saloniki about 2000 are employed for several months of the year in sorting out the different qualities. Each expert workman has under his supervision five workmen to look after the bachibales and two to look after the basmas. When the sorting process is completed the tobacco is deposited in well-ventilated places until completely fermented, and is subject to frequent handling in order to avoid waste, which is inevitable unless the bales are moved and turned over from time to time.

INDEPENDENCE DAY

"IT is my living sentiment, and by the blessing of God it shall be my dying sentiment —Independence now and Independence for ever!"

—DANIEL WEBSTER

"E Pluribus Unum"

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

LEAF MARKET JOTTINGS

In Lancaster County tobacco planting has been proceeding rapidly. The plants are large and there are plenty of them. The "Lancaster Examiner," in a recent issue, says "one of the best informed of the tobacco growers states that one of the best crops he ever had was planted in the first week of July."

Very few growers have decreased their acreage, and prospects for a good yield are excellent, though many things may happen between this and the harvest. Planting is quite a different proposition to what it was a few years ago when hand planting was the rule. One man can do the work that five men formerly did and do its better.

With a few exceptions, very little Havana seed has been planted. The tobacco sold for more money, but the yield was less per acre, and it required much more careful handling.

The Auction Tobacco Sales Company of Lancaster held an adjourned meeting at the County Fair Grounds on Saturday, June 19, but the attendance was small and the question of establishing a sales floor was postponed until July 31. The company announces that it will be incorporated and ready to do business when the selling season arrives.

At the June meeting of the Lancaster County Tobacco Growers' Association two subjects were discussed: The extension of the market in Europe and combatting the "anties." On the latter question no definite action was taken.

On the question of foreign markets several members advocated the advertising of fillers and binders and sending samples to prominent dealers abroad. The main trouble in the matter is the fact that the farmers are quite ready to talk and advise, but when the money is mentioned they hesitate.

To start advertising in Europe, and carry it on effectively, would take $100,000 a year and probably return a million dollars a year. The manufacturers are spending millions in advertising and selling.

However, it is stated that representatives of French and Belgian interests are in Lancaster investigating, with a view to the formation of an export corporation, which may speedily become a fact.

In Wisconsin, according to the Edgerton "Reporter," the tobacco situation has rounded up in very good shape, in spite of the severe winter and cold, late spring. Several lots of 1919 tobacco have been disposed of recently, and quite a large number of cases of 1918. No prices are quoted.

Some of the large cigar companies' warehouses have finished the season's work, and other warehouses have from two to four weeks' work ahead of them.

Transplanting of the 1920 crop has proceeded rapidly. The fields are in fine condition for taking the plants, which are sturdy and abundant, and those which were earlier planted are growing rapidly. The fields will have an early start on the average.

The labor shortage has not been as great as was expected and the acreage will be fully up to that of last year. Some tobacco men think that the acreage will exceed that of 1919.

In Kentucky, there were some gloomy reports as to the continued wet weather in the Burley district, but a few weeks of sunshine have changed the tune and the new crop is starting with both feet. Hopkinsville reports the crop looking fine with a good growing start, and the same encouragement comes from many other sources.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919 Burley crop. Dark red: Trash, green or mixed, $5 and $7; sound, $8 and $10. Lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22. Leaf, common short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright Red: Trash, green or mixed, $8; sound, $10 and $12. Lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25. Leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colory: Trash, green or mixed, $10 and $12; sound, $12 and $15. Lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

New Dark Crop: Trash, $6 and $8; lugs, $8, $9.50 and $10.50; leaf, $9.50, $12.50 and $16 for common and medium, $18 and $20 for good, and $22 to $25 for fine and selections.

The Connecticut Valley is late and will be later, although what planting has been done looks well. The planters have, in many cases, been delayed waiting for fertilizer and also by the difficulty of securing field labor. What the outcome of the season shall be depends particularly, this season, on a hot summer and a late fall. Shade grown, however, may not fear the frost.

A recent article in the "Danbury Reporter" (Stokes County, North Carolina) says in part: "It is reported from the farms that a large number of the tobacco growers will finish their transplanting this week, and that within the next few days practically the entire crop will have been set out. This is the earliest

(Continued on Page 22)

NOTE the General Manager's cheerful countenance! He's 100% satisfied with Model M Universal Tobacco Stripping and Booking Machines and his face shows it. He has compared the costs and results of hand-stripping with Universal stripping and he *knows* that the Universal is a *paying investment*. It speeds up production, cuts down operating costs and satisfies the employees. In addition, it saves floor space and conserves tobacco. With the Universal, every particle of the choicest portion of the leaf is put to its proper use instead of going to the "cuttings."

Every day you are without Model M Universal means just so much loss in the money this machine will make or save you. Used and endorsed by over 1,000 cigar manufacturers. Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland, 2 Route de Chene *Madrid, Spain, Zorilla 9*

London, E. C. 2, England, 19 Bishopsgate *Manila, P. I., Kneedler Bldg.*

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

You'll learn to love
Life
Cigarettes

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Leaf Market Jottings

(*Continued from Page 20*)

known probably to the oldest inhabitants. It is usually the case that the transplanting of the crop is not finished before July. This means that we shall have an early, a sweet and a heavy crop, if the seasons are not too unfavorable. The crop this year might weigh out a third more than the average crop, which would go a long way towards neutralizing lower prices. Tobacco, successful growers tell us, must be put out early to do well, and must be worked frequently. The suckers must not be allowed to suck, and the worms must be kept cleaned out, then maturity will come soon and naturally, and the plant will cure sweet, juicy and heavy. The fellow who gets his transplanting done about July 15, and who is so rushed to death that he does not have time to give the plants the culture they need before the days become too cool to make the best natural maturity, finds that somthing is lacking when he figures up his warehouse bills. It is sweetness and weight, and there is where the money is."

ANNUAL OUTING OF MOEHLE LITHO. COMPANY

The annual outing of the Moehle Lithographic Company of Brooklyn, New York, was held at Duer's Pavilion, Whitestone, Long Island, on Saturday, June 19. The employees, men and women, girls and boys, assembled on the large garden lawn in front of the factory about 8.30 o'clock and a full group picture was taken. They were transported to the pavilion in large motor cars.

Prize bowling started the day's fun, after which lunch was enjoyed. An interesting ball game attracted much attention, as well as the athletic games. Sack races, running races and various other sports were enjoyed, and special games for the ladies, which were most interesting.

The entertainment committee, composed of Louis Riley, chairman, Sebastian Ruppert, Grover C. Schultz, Carl E. Moehle, Jr., and Fred Kaiser, did themselves particularly proud in looking after the enjoyment and welfare of all participants, in which they had the support and co-operation of Dr. C. E. Moehle, the president of the company, and innumerable prizes were awarded to both men and women. Music and dancing were enjoyed at the pavilion, and Mr. Louis Riley rendered several of his famous selections.

Dr. C. E. Moehle, the president of the company, Chas. F. H. Kaiser, vice-president, and Paul Flicke, treasurer, were the recipients of very handsome tokens, which the associates of the establishment took upon themselves to present as an appreciation of the cordial co-operation manifested by the management and their fellow co-workers. Presentation speeches and responses were highly applauded. The ladies of the establishment presented Mrs. Moehle, Mrs. Kaiser and Mrs. Flicke with handsome bouquets.

An elaborate dinner was served before the participants started for home, when they were conveyed back in motor cars, and after having spent a day of mirth, accompanied by sunshine, everyone pronounced the outing a grand success in having spent a perfect day.

With acknowledgments to K. C. B.

"and he gave it dead away"

IT'S REALLY surprising.
THE MONEY you save.
BY ASKING questions.
I FOUND that the maker.
OF A hair restorer.
WAS BALD as a coot.
SO I passed that up.
AND A bird who came.
TO SELL oil stock.
HAD HIS own cash.
IN LIBERTY Bonds.
SO I ducked again.
AND I asked a clerk.
FOR THE best cigarettes.
AND HE reached around.
FOR A fancy box.
AND I knew I was in.
FOR THE same old line.

SO I asked him this.
"WOULD YOU smoke one of 'em.
IF I bought a box?"
AND THEN he smiled.
LIKE A regular guy.
AND SAID "No thanks.
I'LL SMOKE my own."
AND I got wise.
AND ASKED him then.
WHAT BRAND he smoked.
AND HE showed me.
AND THEN he said.
"THEY SATISFY."
AND B'GOSH, he's right.

SURE they satisfy—Chesterfields have body — that's the reason. Body enough to *satisfy* a cigar smoker. And yet Chesterfields are *mild*. Impossible? That's it exactly —Chesterfields have accomplished the impossible. They *satisfy* and yet they're *mild*.

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Tobacco and Health

Abuse of the good things of life is sure to bring evil consequences, while the moderate use of them tends to accelerate enjoyment. There are innumerable Kill-joys in this world who look on even harmless predilections as vices. Among the favorite objects of their attack is tobacco. When, however, Pussyfoot—the modern generic term for a frenzied and irrational "reformer"—is found lurking in our midst, it is refreshing and comforting to find the medical faculty coming forward and refuting his contentions. In this connection we would apostrophise a physician who recently has expressed his considered opinion in the "Evening News" on the moderate use of tobacco. "Moderate smoking," he writes, "tends to fatten a person slowly but surely. Tobacco has this effect, because it is a food sparer; it slows up the wasting processes of the body. This is an important fact for women to consider now that, according to the Chancellor of the Exchequer, so many of them are become habitual smokers."

Thus we are assured on expert authority that moderate smoking is innocuous. So far so good. But at what stage should moderation stop? Here, again, the physician comes to the aid of the inquirer: "Perhaps for the average woman five or six cigarettes a day is the safe limit, and for the average man ten cigarettes or the equivalent in pipe tobacco." Here, then, is a professional view on the avoidance of excess. But it goes even further than that, as it gives a direct and unmistakable refutation of the contention that the moderate use of tobacco is physically and mentally injurious. As an aid to thought, tobacco was thus praised by Ralph Erskine, a Scottish divine of the eighteenth century, who was so inspired as to write a hymn in laudation of it. Here is a verse:

"And when the smoke ascends on high,
Then thou behold'st the vanity
Of worldly stuff,
Gone with a puff.
Thus think, and smoke tobacco."

But among divines who burnt the incense of Virginia, Erskine was not alone, for Samuel Wesley—the immortal John's brother—rector of Epworth in Lincolnshire from 1697 till 1735, sang in praise of tobacco:

"In these raw mornings, when I'm freezing ripe,
What can compare with a tobacco pipe?
Primed, cocked and touch'd, 'twould better heat a man
Than the Bath faggots or Scotch warming pan."

In support of the physician's contention that the moderate use of tobacco is not only harmless but positively healthful abundant evidence could be adduced. But to labor the point would be supererogatory; we merely give space to the professional view in order that those members of the trade who may be interrogated on the subject may be in a position to appease any scruples that may have arisen among their customers.—London "Tobacco."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

TAX-PAID TOBACCO PRODUCTS FOR APRIL

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1920. Figures for April, 1920, are subject to revision until published in the annual report.

Products		April 1919	April 1920
Cigars (large):			
Class A,	No.	146,248,014	146,759,900
Class B,	No.	196,607,135	215,438,322
Class C,	No.	162,918,249	289,461,332
Class D,	No.	1,876,188	7,945,714
Class E,	No.	2,707,908	3,972,311
Total,		510,357,494	663,577,579
Cigars (small),	No.	73,314,273	56,548,853
Cigarettes (large),	No.	1,956,044	9,144,188
Cigarettes (small),	No.	2,650,182,742	3,756,989,397
Snuff, manufactured,	Lbs.	2,929,118	3,483,204
Tobacco, manufactured,	Lbs.	29,883,710	34,327,970
Playing cards,	Packs	1,821,883	3,370,180

Porto Rico for March.

Products		March 1919	March 1920
Cigars (large):			
Class A,	No.	240,135	3,697,525
Class B,	No.	439,805	3,516,850
Class C,	No.	909,730	7,251,550
Class D,	No.	.....	250,100
Total,		1,589,670	14,716,025
Cigars (small),	No.	.....	1,000,000
Cigarettes (large),	No.	.....	50,000
Cigarettes (small),	No.	.....	100,000

Philippine Islands for March

Products		March 1919	March 1920
Cigars (large):			
Class A,	No.	18,787,138	17,393,850
Class B,	No.	6,526,563	8,088,305
Class C,	No.	438,837	2,021,114
Class D,	No.	2,500	2,650
Total,		25,755,038	27,505,919
Cigarettes (small),	No.	305,380	114,200

The Tobacco Planters' Association of Kentucky and Tennessee has elected the following officers: President, J. W. Usher, Mayfield, Ky.; general manager, Felix G. Ewing, Glenraven, Tenn.; vice-president, W. W. Scott, Pleasant View, Tenn.; secretary, J. W. Stoval, Adairville, Ky.; treasurer, B. M. Trabue, Pembroke, Ky. Fourteen directors were elected and others will be added later. Headquarters for the association will be maintained at Guthrie.

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Cigar Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**3.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BUCK PRIVATE:—41,766. For cigars and all tobacco products. June 1, 1920. Henry Estes, operating as Southern Cigar Factory. New Orleans, La.

CO-TO-CO-B's

41,757. For leaf tobacco. April 6, 1920. Win C. Sleight, manager of Comstock Tobacco Co., Corning, N. Y.

GOVERNOR EDWARD I. EDWARDS:—41,767. For cigars. June 9, 1920. Matty J. Brenner, Jersey City, N. J.

WARREN G. HARDING:—41,768. For all tobacco products. June 14, 1920. American Litho. Co., New York City.

TRANSFERS

ATLI:—17,236 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered February 17, 1909, by American Litho. Co., New York City. Transferred to Santo Depsquale, Philadelphia, Pa., June 9, 1920.

CLAY MONTAGUE:—40,606 (T. M. A.). For cigars, cigarettes, cheroots and tobacco. Registered April 22, 1918, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Dave S. Saqui, New York City, April 20, 1918, and re-transferred to Walter E. Olsen & Co., New York City, June 10, 1920.

HISTORIC:—17,006 (Tobacco Journal). For cigars. Registered February 4, 1895, by D. M. Frank & Co., New York City. Transferred on May 12, 1920, to Joseph Alonso, Chicago, Ill.; title to be used by E. Alonso & Co., Chicago, Ill.

VITASCA:—22,204 (Trade-Mark Record). For cigars. Registered January 29, 1900, by Louis C. Wagner & Co., New York City. Transferred to D. M. Frank & Co., New York City, March 9, 1920, and re-transferred on May 12, 1920, to Joseph Alonso, Chicago, Ill.; title to be used by E. Alonso & Co., Chicago, Ill.

Notes and Comment

The American consul at Rio de Janeiro, Brazil, reports that tobacco shipments rose to 29,775 tons in 1918 from 25,759 tons in 1917 and 21,293 tons in 1916. Argentina and France were the principal markets in 1918. Consignments to the United States rose from 293 tons in 1917 to 3225 tons in 1918.

The Guy S. Jones Tobacco Company has been incorporated at Bowling Green, Kentucky, with a capital stock of $50,000. The incorporators are: Guy S. Jones, Wm. Bodge and M. Morton.

A Pennsylvania minister wants members of his congregation to stop chewing tobacco and chew gum; some of the members have advised him to stop chewing the rag and take up preaching.

The Tampa cigarmakers, like our "Athletics," are always being called out on strikes, and they are liable to sink to the bottom and stick in the mud.

The Davenport Manufacturing Company has been incorporated at Wilmington, Del., with an authorized capital stock of $1,000,000. Among the products made by the company will be cigar lighters.

The Marcoglou Tobacco Corporation has been incorporated in New York with a capital of $100,000 at 149 Broadway. The corporation will operate in Italy, Greece, Asia Minor and adjacent districts. Mr. Marcoglou is president of the corporation and also of the Ionian Trading Company.

The Commissioner of Internal Revenue, under Section 3397, rules that all packages must have the name of the manufacturer, the number of the revenue district, the name of the State and the number of cigars contained in the packages imprinted on the bottom of each box or package in connection with the present "caution" label.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request
BAER BROS., 438-448 W. 37th St., New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Brain, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO 14

The TOBACCO WORLD

JULY 15, 1920

We are in a position to take care of a few more jobbing accounts on the following brands

L-K
Elite
La Sonrisa
La Linda Cubana
Congressional Seal

We are manufacturers of strictly high class cigars retailing at 10 cents and up in both Shadegrown and Clear Havana

ROKOHL BROTHERS

(Established 1848)

353 EAST 20th STREET, NEW YORK CITY

The Wolverine Bunch Breaker

Saves 35% of Your Binders and Largely Reduces Labor Costs

We will send one of our

Wolverine Bunch Breakers

By prepaid express on thirty days free trial.

Write for one today.

The Price Is Twenty-Five Dollars

West Michigan Machine & Tool Co.

FREE TRIAL Please send by prepaid express one of your bunch breakers on 30 DAYS FREE TRIAL

Sign name and address, tear off and mail TODAY

LIPSCHUTZ'S

44

CIGARS

44 Cigar Co., Inc. Philadelphia

TRADE C.P.F. MARK

ESTABLISHED 1851

THE ITALIA pipe will put pep into your pipe sales which will make you wish you had featured it long ago. We make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.

KAUFMANN BROS. & BONDY

The Oldest Pipe House in America

33 E. 17th Street New York, N. Y.

ITALIA

SEASONED ITALIAN BRIAR ROOT

STERLING SILVER BANDS ✦ SOLID VULCANITE MOUTHPIECES

John Ruskin ✦ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined in

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR

—CIGAR—

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Vice-President
ASA LEMLEIN, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. H. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

I. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIKDERS, 210 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

GLOBE-SCOTTEN TOBACCO COMPANY IS FOR SALE, owners of Globe Tobacco Co. and Scotten Tobacco Co. brands and formulas, office furniture, equipment and supplies, as ordered by directors. Stockholders dissatisfied. Good demand for brands, unfilled mail orders on hand. A going concern. This is an opportunity for tobacco manufacturer. Liberal terms, including brands and good will. For full particulars address Globe-Scotten Tobacco Co., Detroit, Mich.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 July 15, 1920 No 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The N. C. R. Printing Plant

One of the largest and best private print-shops in the world

THIS big plant occupies one of the 21 buildings of The National Cash Register Company's factory at Dayton.

It is maintained by the Company to make supplies which will enable users of N. C. R. systems to get the utmost service from their National Cash Registers.

The demand from hundreds of thousands of merchants who are using National Cash Registers keeps this big plant busy, day in and day out, printing statement books, sale-slips, and other supplies.

It is a big industrial plant in itself.

The building where it is housed has a floor space of more than 81,000 square feet. It employs hundreds of men and women. It includes a complete photo-engraving and electrotyping shop, and a bindery. It is equipped to print anything from a salesman's name card to the most intricate color printing. The machinery is valued at many thousands of dollars.

Every year it turns out nearly 6,000,000 pounds of printed matter.

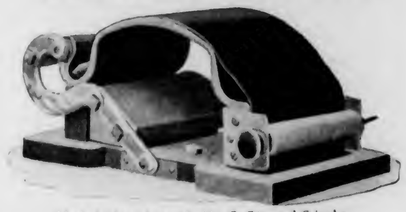
This is just one of the things which The National Cash Register Company does in order to better serve users of the N. C. R. system.

The National Cash Register Company
Dayton, Ohio
Offices in all the principal cities of the world

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

La Flor de Portuondo

Established 1869

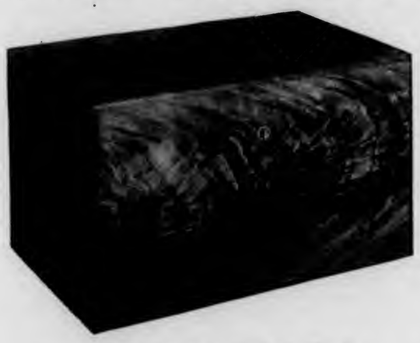
GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

WILLIAM BLACK & COMPANY
311 East 94th Street, New York City



Manufacturers of AROMATORS *in all sizes & finishes*
The Only Way to Preserve the Freshness and Quality of Cigars
WRITE FOR QUOTATIONS

Volume 40

THE TOBACCO WORLD

Established 1881

Number 14

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1920 Foreign $3.50

EDITORIAL COMMENT

SURELY the entire tobacco trade rejoices at the opening of the Tampa factories after having been idle since April. Particularly are the cigar manufacturers of Tampa to be congratulated on their determined stand for an open shop and for a liberalizing of the conditions under which the packing rooms have been operated.

Heretofore the packing rooms have been entirely under the domination of the Spanish packers, it being impossible for Americans either to start as apprentices or to secure employment as experienced packers.

Last Fall one manufacturer proved that he had a rigid backbone by declaring for the open shop principles in the packing room and in the face of all obstacles he has tenaciously clung to these principles and has succeeded in keeping his factory in operation.

More than a year ago THE TOBACCO WORLD expressed the opinion that two things were bound to happen in Tampa or Tampa would cease to exist as a great cigar manufacturing center. One was the introduction of mechanical facilitating devices of all kinds, and the other was the Americanization of the factories.

At that time one prominent Tampa manufacturer commented on the editorials by saying that it was all very beautiful to contemplate from a swivel chair but that if the writer had been acquainted with conditions he would realize how utterly improbable of consummation such a plant was.

We believed then that conditions would eventually force the manufacturers to finally declare themselves. Conditions have forced the issue and the ultimate outcome cannot be in doubt. The manufacturers of Tampa are no different from manufacturers in any other line; they must control their own factories or succumb to the inevitable.

It is difficult to estimate the loss to the manufacturers in overhead expenses that have had to be maintained throughout the strike, and it is still more difficult to arrive at figures that would adequately express the profits lost by non-production. But for some time past Tampa factories, in whole or in part, have been curtailed in production from three to six months out of a year. Therefore, whatever and however great the loss may have been, the investment will have been well worth while if an end can be put to these continual strikes.

The strikers have been by far the greater losers. The manufacturers may in time recoup some of their losses, but the workman who is idle for sixteen or eighteen weeks will never have the opportunity of making up the wages that would have been earned in that period.

We congratulate the cigar manufacturers of Tampa on their splendid stand and we hope that the ultimate good that has been accomplished by the Cigar Manufacturers' Association of Tampa will act as an inspiration to cigar manufacturers in other cities to follow their steps in banding themselves together for protection.

***

THE "Western Tobacconist" takes issue with an eastern contemporary on the matter of the latter assuming to tell the cigar manufacturer how or when to advance prices.

We agree with the "Western Tobacconist" that such advice is not within the province of the business paper, any more than it is within the province of the cigar manufacturer to advise the publisher when to advance subscription and advertising rates.

The man who does not keep close watch on his costs does not deserve to be in business, and in the natural course of events these matters usually take care of themselves by the careless manufacturer, jobber or dealer going out of business voluntarily or with the assistance of his creditors.

The manufacturer knows what he is paying for raw materials, and the business paper having access to these sources of information performs invaluable service by calling the attention of the jobber and dealer to the costs of materials and labor as indicative of higher or lower prices.

We believe that the successful cigar manufacturer is quite competent to adjust his own prices. We see no evidence of poverty among this type.

During a period of less than ten years we can point to not one but a score of cigar manufacturers and executives in cigar factories who ten years ago

or less were earning the most modest of incomes, rented their small homes and used their pedal extremities and the trolleys as their sole means of locomotion.

Today these men own at least one home and some of them two, and have expensive motor cars. Their income tax is greater than their salary ten years ago.

We call these successful men. And we can go to other large cigar manufacturing sections and show similar examples.

Is it reasonable to presume that men of this type would have been failures had it not been for the constant nagging of the business papers to keep on raising prices?

We admit that there are many of the smaller manufacturers with non-advertised brands who have made nothing during the period of the past four or five years, and in some cases have lost money.

The only thing that interests the jobber or dealer in a non-advertised brand is the price, and it stands to reason that a small manufacturer cannot sell similar goods at less than a large manufacturer. To make any money his materials must cost him less, and that means in the majority of cases that the quality suffers and therefore, by comparison on the part of the consumer, does not duplicate.

***

PRESIDENT I. H. WEAVER, of the National Cigar Leaf Tobacco Association, has recently appointed a committee to combat anti-tobacco agitation, a move in line with action taken at the Association's convention in Dayton, Ohio, in May.

The Tobacco Merchants' Association at their convention in Washington endorsed a resolution calling on the industry and all allied branches to be guided in any work of combatting the anti-tobacco propaganda by "The Tobacco Merchants' Association or its executive committee in all its actions or activities." . . . .

In Cincinnati, Ohio, there was formed last September the Allied Tobacco League of America, headed by the venerable W. D. Spalding.

Here we have three organizations ready to undertake the work of defending the tobacco industry.

It is certainly imperative to the best interests of the industry that these organizations co-operate in their work.

The time for resoluting is past. There is work to be done, and since there seems to be a desire on the part of these associations to undertake it, there should be no delay in co-ordinating the work of the various committees.

The course of events seems to indicate that the business men of the country are still content to be represented in Washington by a flock of politicians who cross and double-cross in playing the game of politics, without regard to the wishes or best interests of those who elected them.

The Eighteenth Amendment is the result of the work of an organized minority. And an organized minority can trim an unorganized majority, seven ways from the ace seven days in the week.

If legislation harmful to the tobacco industry becomes a law either of a State or of the Nation we will be victims of our own carelessness and indifference.

Judge Goldfogle at the T. M. A. banquet in Washington did not hesitate to call a spade a spade when referring to this subject. But it is highly doubtful if five per cent. of those who attended the banquet have given any more thought to Judge Goldfogle's words.

Until we give intelligent thought when exercising our franchise we may look forward to the Congress of the United States being cluttered with politicians whose chief aim is to repudiate a political opponent or the opposing political party.

It, therefore, seems to us that it is high time that the tobacco industry entered upon a harmonious program to put up its fences.

***

THERE are some retailers who have taken exception to the close manner in which jobbers and manufacturers are following up their credits, particularly in recent months. But the retailers who complain do not stop to realize that this condition holds in all lines of trade today.

Business houses today, overcrowded as they are with orders, are in a position to choose their customers. The customers chosen are the discounters and if there is surplus stock after these are satisfied then the better rated of the longer credits get a chance.

Obviously the jobber must, therefore, collect his bills closely. He must have the money to take his discount in ten days after receipt of bill (not after receipt of goods) and if he doesn't pay up, he is liable to have his orders only partly filled and at the convenience of the manufacturer. It should be obvious to the retail trade that the jobber must always have a strong bank balance if he is to have cigars to deliver to the dealer.

Money is high and not plentiful, and during this period of inflation it is sound business to keep accounts collected.

The jobber understands the position of the manufacturer, not only the cigar manufacturer but manufacturers in all lines. The banks are extending the minimum of credit to customers. This tends to prevent speculation in raw materials at inflated prices, and assures the banks that whether deflation is sudden or slow their customers will be able to withstand it.

The manufacturer is also called upon to pay his bills as quickly as the jobber or retailer, and he is therefore in position to extend long credits, which is equivalent to loaning his capital.

Business as as whole is far better off with close collections and if there should be any sudden slump in business hundreds of concerns will have been saved by this strict enforcement of credit rules.

It means holding all lines down to just what they can pay for, and that means a generally healthy trade condition.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

MORE than $150,000,000 in special taxes will be paid the Government during the present month, according to the Commissioner of Internal Revenue. These include levies made on capital stock, tobacco dealers and certain other classes of business, which must be paid by July 31.

The law provides that manufacturers of tobacco selling not in excess of 50,000 pounds per year shall pay a special tax of $6 per annum. Sales in excess of 50,000 pounds but not exceeding 100,000 pounds are taxed $12; between 100,000 and 200,000 pounds, $24; and in excess of 200,000 pounds, $24 and $1.16 per 1000 pounds or fraction thereof on the amount in excess of 200,000 pounds.

Manufacturers of cigars are also subject to tax according to the class within which they come according to the amount of sales made during the year. Manufacturers of cigarettes, which include small cigars not weighing more than three pounds per thousand, are subject to a special tax at the rate of six cents for every 10,000 cigarettes.

Section 1000 of the present revenue law requires all domestic and foreign corporations engaged in business in the United States to file a return of capital stock, upon which a tax for $1 for each full $1000 of the fair average value in excess of $5000 is levied for domestic corporations, and $1 for each full $1000 of the average amount of capital employed in the transaction of its business in this country is levied upon foreign corporations.

The development of the domestic resources of the United States, as well as of our foreign markets is sought by Secretary of Commerce Alexander, and plans are now being worked out under which Congress next session may be asked to make an appropriation with which the Bureau of Foreign and Domestic Commerce may undertake for our internal trade the work which it has conducted so successfully abroad. The devotion of some of its energies to American possibilities will be followed with interest by the tobacco industry, the scope of which has been steadily extending until the growing and manufacture of tobacco covers the entire country.

While the bureau was created to care for both domestic and foreign business, all appropriations in the past have been devoted to the extension of our external trade. The time has now come, in the opinion of the Secretary, when steps should be taken to uncover and develop the hidden resources of our own country. There are many communities, he declares, where resources exist that might readily be exploited, increasing not only our domestic but our foreign commerce as well. Despite the fact that limited appropriations have hampered the department in its work of developing our foreign trade, the bureau has accomplished much in the way of uncovering foreign markets for American products, and it is believed that a comparatively small appropriation would enable it materially to increase the business within the country.

In speaking of this subject with the representative of THE TOBACCO WORLD, Mr. Alexander declared that he sees big opportunities in the United States at the present time. The return to normal conditions will make it necessary for manufacturers to exercise care and economy in the production of their goods if they are to hold the tremendous trade they have built up during the war.

This applies as much to the tobacco industry as to any other, for the growth of the tobacco business, both at home and abroad, has been phenomenal. The maintenance of this high level, he believes, can be made possible only by the development of our domestic resources, such as water power from which electricity may be taken, favorable locations as regards transportation to the various sections of the country and the seaports, etc.

Nearly nine billion dollars a year are spent by the American people for luxuries that could be dispensed with, according to Miss Edith Strauss, head of the women's division of the Department of Justice high-cost-of-living campaign. In a statement recently issued, based upon the tax collections reported by the Internal Revenue, Miss Strauss declares that the average family spends seven dollars a week for luxuries.

Many millions of dollars are spent annually for tobacco, it is pointed out. Tobacco, in the opinion of Miss Strauss, who apparently does not use it, is a luxury and could readily be dispensed with. But luxuries without which the country might be well off, in her opinion, are furs, our bills for which amounts to three hundred million dollars a year; luxurious clothing, toilet soaps, perfumery and cosmetics, soft drinks, automobiles and chewing gum and candy.

"The labor and capital employed in producing these luxuries might otherwise have been turning out necessities—clothes, fuel, shoes, houses, food," declared Miss Strauss. "In other words, the nation might have had more bread if it had had less cake. And, as is always the case, the dancer is paying the fiddler. In this instance, the luxury consumer is paying a higher price for his necessities, because he is abnormally consuming luxuries."

A tremendous burden will be imposed upon the tobacco industry and consumers of tobacco, as well as upon many other industries which, while not figured as chief users of the railroads, are dependent upon transportation for the distribution of raw materials and finished products. The granting of a 20 per cent.

increase in freight rates, instead of the increases sought by the railroads, is being urged upon the Interstate Commerce Commission, by Clifford Thorne, representing a number of shippers' organizations, in an effort to prevent a great increase in costs of these commodities.

"The total increases asked by railroads and labor would amount to a 55½ per cent. increase in freight rates," Mr. Thorne told the members of the commission, "and if suddenly placed upon traffic would demoralize American industry."

Figures introduced by Mr. Thorne were declared by him to show that the railroads are overvalued to the extent of several billion dollars. He also has figures to show that the income and expenditure for 1919 is not a fair basis on which to figure future expenses and profits, in that they allow for increases in expense next year but do not take into consideration increased income due to increased business.

On the figures he submitted, the railroads would need only an 18 per cent. increase instead of the 27.85 per cent. proposed to pay all operating and maintenance expenses and the six per cent. dividends guaranteed by the railroad law. "If the railroad corporations and railroad labor are both successful in their entire demands, and if the method of applying the advance wholly to freight, proposed by the railroad corporations in this proceeding, be also applied to the increase occasioned by the wage advance, this will mean an increase in freight rates for the country as a whole of 55½ per cent., based upon the railroads' methods of making the computations," he declared. "In the East and South, this will mean 60 per cent; in the West it will mean about 50 cent.

"Such an added burden of two billion dollars annually, or over 50 per cent., placed suddenly upon the freight traffic of the United States, will be demoralizing to American industry. No man can foretell the consequences, at a time when some industries are striving to keep down their charges and, if possible, to reduce them."

Mr. Thorne advocated a five per cent. increase on passenger traffic and the balance of the increase to be placed on freight, which, he declared, would produce something of a similarity in the operating ratios of the two branches of the railroad industry. "We suggest, however, that a different method should be adopted to take care of further increased costs. Any advance occasioned by the wage increase should be spread out over the entire earnings of the railroads from all sources. If the Labor Board grants an increase in wages of five hundred million dollars, and the advance in this case should be modified by at least the factors we have outlined in detail, then the results would be as follows: An increase of one-half per cent. per passenger mile on passenger traffic, plus an increase of 20.26 per cent. on all other traffic (instead of 55½ per cent. on freight) would produce sufficient revenues to take care of the present needs of the carriers added to an increased wage of one-half billion dollars."

With the tobacco industry paying taxes amounting to some twenty-five million dollars per month, the Bureau of Internal Revenue collections show little, if any, falling off as a result of prohibition and the elimination of the large revenues formerly derived from the liquor industry. While the liquor industry, all told, paid some forty-five millions a month in taxes, the increases in the tobacco taxes and the imposition of other levies has more than offset this loss, and collections for the fiscal year ended with last month will total very nearly five billion dollars.

While the tobacco world pays its twenty-five million dollars a month in direct taxes, it helps considerably to swell the total of other taxes, such as freight, express and other levies, and it is estimated that at least another million dollars is collected from the industry in this way.—C. L. L.

Notes and Comment

Samuel Grabosky, president of the G. H. P. Cigar Company, of Philadelphia, has purchased a fine property in Germantown at Cliveden Street and Wissahickon Avenue, as a residence.

The Copando Company, cigar manufacturers, has been incorporated at Cincinnati, Ohio, with a capital of $10,000. The incorporators are T. H. Cone, F. C. Moorman, C. C. McGary, M. A. Donahoe and R. Black.

Ruyera Lopez Cigar Manufacturing Company, of Philadelphia, is extending its factory facilities in the five-story building at 123 North Third Street, and is said to intend to inaugurate an extensive advertising campaign.

Some years ago in Congress when the tariff bill was up for debate a member advocated the reduction of taxes on necessities of life and heavier taxes on luxuries such as tobacco; upon which a member from Kentucky declared that tobacco is a necessity, and the National Court at Leipsig, Germany, has just decided that tobacco, cigars and cigarettes are necessities of life, reversing the decision of a lower court.

Fay Lewis & Brothers Company and the C. B. Leidersdorf Company, of Milwaukee, Wisconsin, have merged as the Lewis and Leidersdorf Company, which will be incorporated with a capital stock of $500,000. The officers are as follows: President, Harry W. Lewis; vice-presidents, Edgar C. Hoe, Carl B. Leidersdorf and Emil Kellner; treasurer, E. S. Kiehler; secretary, A. W. Haeuser. The business will be jobbing in pipes and manufactured tobacco.

William Steiner Sons & Company, lithographic specialists at 257-265 West Seventeenth Street, New York City, announce that they have just purchased the complete line of cigar labels formerly lithographed and carried in stock by the well known lithographic house of L. E. Neumann & Company.

A brief inspection of the lot shows some exceptionally beautiful designs in high-colored labels, which should be of interest to cigar manufacturers, as purchasers may consider them as their own private design. They will not again be lithographed for stock. Having purchased the engravings, however, Messrs. Steiner will always be able to furnish future editions.

Mr. Bauer, the popular and welcome representative of the firm to the Pennsylvania trade, is starting on a trip through the State, during which he will devote his entire time to the sale of these labels.

Plenty of Cigar Box Lumber

THE Geo. D. Emery Co. can make immediate deliveries in unplaned cedar, and prompt deliveries in dressed cedar.

Emery CEDAR, carefully graded and manufactured, saves waste in cutting and increases production. The cigar box workers like it in the shop, and the all-cedar box is the best in the trade.

Emery CEDAR helps all around in the present strenuous times. Inquiries or orders, large or small, receive the same courteous attention.

The Geo. D. Emery Co. are importers of the finest Spanish Cedar Logs.

Manufacturers of Solid Cedar Lumber and Thin Cedar Veneer.

GEO. D. EMERY COMPANY

220 Eleventh Avenue **New York City**

BUSINESS BUILDING

By a trained Business man and advertiser
Written especially for The Tobacco World

by A. E. Pharo

All rights reserved

WHY not cut out and paste on the under side of your show case the following words taken from President Eisenlohr's address at the T. M. A. convention in Washington recently:

"Tobacco does not excite or intoxicate, but it soothes and pacifies. Tobacco does not incite the commission of crime, but it promotes sober deliberation and moral contentment. Tobacco does not lure men from the fireside, but it cements family ties and adds immeasurably to the harmony of the home. Tobacco was not banned to the soldiers in time of war, but it was approved by the War Department, and was eventually rationed to the men along with their coffee and food."

Science has come to the rescue of the reputation of tobacco. Chemists, physicians, toxicologists, physiologists and experts of every nation and clime, have given tobacco a clean bill of health and pronounced it a great God-given boon to mankind.

Of course, if its use is abused, and it is over-indulged in, the results are harmful. But this applies to everything. People overwork, but that is no argument against work. They overplay, but games are absolutely necessary. They overeat, but no one will argue that eating should be abolished.

HOW FAR AHEAD do you look? It is said that this matter of looking ahead is one of the most important things of business success—that a workman who never thinks beyond today will never accumulate anything, that one who plans a year ahead will probably own his home in time, if he thinks five years ahead he may accumulate several thousand dollars and if his vision extends ten years in the future he may win a fortune. Johnny D., it is said, owes his hundreds of millions to the fact that he could look fifty years ahead and see just what was going to happen in the industrial world.

Which of the above classes are you in, Friend Clerk, Friend Dealer? Take a little time off to study it out and tell yourself.

It's great fun, this looking, and thinking, and guessing—and then planning to take advantage of the marvelous changes that are sure to occur. It not only gives you a larger and finer business, with more coin of the realm in your jeans, but it adds immensely to the pleasure of the Great Game.

Are you looking into the future and seeing visions? Are your eyes open to see the old man, Opportunity, who is always loafing around? Are you continually ready to rush out and grab the old feller with an iron grip and squeeze the secret out of him as to how you can boost yourself?

If you are a clerk are you planning for an establishment of your own and carefully saving for that purpose? If you are a dealer are you planning to increase your customers, or take on other lines of merchandise, or move to another location, or doing one of the many things for growth which the old man, Opportunity, continually points out to the watchful?

WHAT IS IT that draws and holds trade to a cigar store? This is a question of intense interest to every dealer, for the answer will help him mightily in successfully playing the Great Game.

There are four things that enter into the answer and they are what the highbrows call "determining factors." These four things are Personality, Location, Goods, Prices. And they rank in importance in the order named.

Please notice that I put Personality first, and yet most people would probably put it last, even though they thought it of sufficient importance to mention at all.

We may state it as a truth that every business is successful in proportion to the desirable and forceful personal qualities of its owner. For a man of force, determination and ambition will push himself up from any point he starts, however lowly.

Next in importance is the location. A dealer cannot draw trade any considerable distance, and it is up to him to go where the trade is; and then, being located there, it is up to him to pull it in his store.

The third factor is the goods. He must handle the kind of goods which his customers and prospective customers desire. If he don't they give him the absent treatment.

And last, though very important, is the price. His prices must be right, or the great public will favor some other dealer who is right in this respect.

The above is the correct recipe for a successful business, and if the ingredients are mixed with care, stirred with skill and boiled with enthusiasm, the business cake will be light and delicious.

AND YET THE OUTLOOK is encouraging. It really is. When one takes a hasty view of the business conditions of the cigar industry through the pages of a tobacco journal he realizes the fact that this is indeed a world of trouble.

(Continued on Page 14)

DOLLAR$ vs. DELAY$

A WONDERFUL PURCHASE—of discontinued labels—enables us to offer for IMMEDIATE DELIVERY complete sets of labels. Some are nationally known brands.

QUICK ACTION for that new brand—following are some of the titles:

Allen Dale	La Truda	Paul Kouvar
Colonel Cody	Maud Muller	Quaker Gentlemen
Daniel De Foe	Castillo de Oro	Robert Mantel
Dick Scarlet	Red Hill	Solent
El Saluto	Red Fern	Vino
Francis Wilson	La Flor de Hawley	Artie
General Sherman	Quaker Puffs	Alpla
Geo. W. Curtis	Nimbus	Decree
Horace Greely	Paradox	Samuel J. Tilden
Haakon VII	Nemoh	Commodore Decatur
La Mode	Poppita	Takoma
La Filicidor	Potencia	La Filadelphia

ARE you using Tin Foil?

WE HAVE IT. Plain, printed, mounted or tissue interleaved—in all the popular embossed patterns.

American Box Supply Co.

383 MONROE AVENUE
DETROIT, MICH.

There was a strike at Tampa, and strikers who were formerly dissatisfied with their employers are now discouraged and disgusted with the strike. Boston has had its own trouble with the resulting transfer of several factories to other cities. Then the storm center hovered over Milwaukee. The demands of strikers for greatly advanced wages and closed shops is resisted by the manufacturers, who claim they are paying higher wages than any other city in the union and that the closed shop is a proposition they will not consider.

Talk of the removal of factories to other cities is rife, and Philadelphia is mentioned as a desirable place in which to do business.

And yet, in spite of all this lugubrious news it can be stated that the country is gradually—very, very gradually—settling down. And things are looking brighter.

This reform is beginning with the public at large. Common sense is beginning to prevail. Moderation in buying is becoming the vogue.

This condition is being reflected in the workers. Men in all lines of work are beginning to appreciate their jobs. They are doing better work, more work, and are counting their blessings. This good work will spread and shortly reach the cigar workers.

***

PERHAPS YOU THINK that you have performed your full duty when you pay strict attention to business and are making it grow and prosper in accordance with your ambition. And perhaps you have dreamless sleep o'nights in the consciousness of duty well performed.

If so it is my bounden duty to hand you quite a little jolt, which I do with all reluctance.

Life is a complicated thing, and you haven't discharged your duty in simply building up a business and making money.

You have other duties to perform, and lots of 'em.

One of them is the full duty of citizenship, and that duty rests heavily on us all.

The country has quieted a great deal recently, and the dangers which we faced have materially lessened, but we've got a good ways to go yet before we become normal, and every one should lend a hand.

The "gospel of discontent" is still being preached entirely too much, and people are talking excessively of their "rights."

Every sane man—and that's you—wants to talk of our wonderful blessings and opportunities in this greatest and freest country that ever existed—and he wants to preach the gospel of our "duties."

It is our duty to work, each according to his way, and to work hard. You, to keep the best store, with the largest assortment of goods at the lowest prices, for the accommodation of the public. Me, to read the best thoughts of the world and hand them out to you. Others, according to their duties.

Tampa Factories Open

THE cigar manufacturers of Tampa and West Tampa, according to public opinion, have decided to reopen their factories Thursday morning, July 8, and to give employment to such of the workers as desire it.

In order to correct abuses that have existed and that have imperiled the cigar industry in the past, the manufacturers adopted on April 17, 1920, certain rules and regulations, which have been made known to the public, and these will be put into effect and rigidly adhered to in all the factories when reopened, and in addition the following rules and regulations adopted by the Cigar Manufacturers' Association of Tampa, June 12, 1920:

"*Be it Resolved:*

"First: That the principle of open shop shall be maintained in each department of the factories of all members of this association, and no person shall be given or refused employment in any department because of membership or non-membership in any labor union.

"Second: That it is advisable to use the American style of packing for preparing at least a part of the goods manufactured by the various factories for the market, and inasmuch as no wage scale for this class of work has heretofore been agreed to between the manufacturers and the workers, the following scale of prices for such work will be paid until the same is modified by agreement between the manufacturers and the workers, viz.:

Cheroots—Tenths,	$1.50 per M
Cheroots—Twentieths,	1.65 per M
All other good twentieths,	1.90 per M
Tin cans—Twentieths,	1.50 per M
Tin cans—Fortieths,	2.00 per M
All other fortieths packing,	2.50 per M

"Cheroots are defined by the prices paid to make same.

"Prices for Spanish style of packing shall remain as established by agreement heretofore made between the manufacturers and the workers.

"Third: It is deemed advisable to pay wrapper selectors upon a weekly wage scale instead of for piece work, and until modified by agreement between the manufacturers and the workmen interested, the manufacturers will pay the following scale of wages to wrapper selectors for Spanish style of selecting, viz.:

First selector,	$43 per week
Assistant to first selector,	38 per week
Second selector,	38 per week
Third selector,	35 per week

"Fourth: Where any manufacturer finds it unnecessary to employ skilled labor in the wrapper selecting department it will be optional with him to employ unskilled labor at a wage scale agreed upon between the manufacturer and the employe.

"Fifth: That members of this association shall have the option to employ either men or women in the wrapper selecting department.

The packing departments of the factories of Tampa have heretofore been virtually under the control of the union. They have permitted very few ap-

(Continued on Page 18)

MELACHRINO
"The Cigarette Elect of All Nations"

"*The Cigarette Elect of All Nations*"
is more than a phrase—it's a *fact*. That Melachrino quality appeals to connoisseurs everywhere is proved by the vast demand for this excellent cigarette.

Throughout the World—the World's Greatest Seller

NINES - FIVES - FOURS
Plain and Cork Tip

M. MELACHRINO & CO.
1770 Broadway - New York

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

12.

DEER Jim. I got your postal card showing you and boss standing in the frunt of the drug store. Gee youd ought to be in Pike Citty in a cigar store and then you woodent half to spend your time standing around in the doorway getting your photygraf taken. The boss and you wood both hav sumthing else to do. Pretty soft, this drug store stuf!

Dazie's bin cutting doun the high cost of livvin laitly and she brings her lunch with her insted of buying it and the other day she sent me out to get sum ice creem and she giv me sum and becaws the boss was away we was eetin it off his desk and he cum in from his tripp and he stoppt in the dore and lookt and just when he begun to ball me out Dazie sed "Mister Hecker Ime givving William a littel ice creem to pay him for getting it for me. You see luncheons costs so much Ive got to bring mine from home. A poor working girl like me cant afford to go out and pay a dollar for a lunch and the docter says I must hav nurrishing food." And then she gave a flop or two to her eyewinkers to see if she coodent squeeze out a teer. That sob stuf was too much for me and I just sed "Excoose me" and I beet it.

The boss shut the offis dore and all I cood heer thru the keyhoal was "Oh, thank you Mister Hecker—youre so kind to me." But the next day I knotist Dazie and the boss went out to lunch together and they cum back looking good and nurrisht. Well I aint kicking if the boss wants to buy Dazie's lunches. I spoze heel do it till he catches her sum day with that traveling drummers picture on her desk that she puts up there when the boss is out of town.

Speeking about going to lunch weev got one clerk that wood like to go to lunch every hour. Thats Persy. I owe him one and yesterdie I was going to get even. Hees alwys waching the clock. Youd think heed bin appointed clock inspector except he never says a word when its fast but if it gets a minute slow hees right there with the key to set her rite. So when he was out yesterdie forenoon I set the clock ahead a hour. Persy got kind of careliss about the time for a wunder and by and by he lookt at the clock and it sed one when it ought to say twelve and Persy goze to lunch at one. "My gosh," he sed and he rusht for his hat and he dident wate to see whether Bob was back yet or not. Out he goze and there was noboddy left but me and by and by in walks the boss and he sed "Wheres Persy?" I sed he was gone to lunch. The boss lookt at the clock but by that time Ide set it back rite.

"Do you kno where he eats?" he askt me. I sed I did.

"Then you rustle around there and tell him Mr. Hecker asks him to look at his wach and see if heez gone crazie or meerly got up so lait he misst his brekfust."

Did I go Jimmie? Well you kno me. I found Persy with a big dish of slum or some such mixcher in frunt of and about a dollar's worth of side dishes around him and he wassent waching enneigh clock then. I sed, "Say, Persy, the boss wants to kno how you get that way going to lunch an hour too soon and leeving me all alone in the store." He pulld out his wach and lookt at it and he giv one jump and landed outside the dore without even paying his check. I told the casheer it was all rite, heed be back, and I went back. When I got to the store the boss was telling it to Persy and he giv him a hoal histry of what kind of clerk it is that dont care a hoot for the bizness but is all the while wachin the clock and thinking about his own affairs. Say I never thought much about it before, but thats rite. The feller whose all the while wonderin if it aint pretty neer time to go cant be giving very good attenshun to his job.

When the boss got through with Persy I lit on him and sed the restaraunt fellow was going to hav him pincht for jumping his board bill. So Persy had an awful poor day and I dont figger Ime even with him at that.

The more I think about that clock bizness the more I think a clock in a store is a dammij. Why if Ime doing sumthing when it gets along toards closin up time I kno I dont work the saim, I slow doun and begin to think I wont get much more dun enneighway and then I go and get reddy to leev soze not to waist enneigh time beeting it. And Ive seen that all the fellers in the store and even Bob dont taik the same interest in a customer that cums in just a few minnits before time to shut up. Theyer all afrade theyer going to looz a littel of theyer preshus time and Ime that way too.

I was kiddin a plummer the other day when he cum to the store to do sum work and I says, "Did you begin to charge up time as soon as you left the shop?" And he cum rite back at me, "Do you get heer long enuf be-

(Continued on Page 18)

IT'S MILD!!!

A Manila Cigar is the MILDEST EVER!

There is a Mighty Big Class of Smokers in the U. S. A. who want them that way!

That's one reason why the Importation of Class C Manila cigars has Quadrupled in Four Months!

Smokers are very willing to BUY MORE and to PAY MORE when they find the type of cigar they want.

THE call from Maine to California is for better Grades of those MILD, FREE-BURNING MANILA CIGARS.

Considering the FAVORABLE CHARACTER and the HIGH QUALITY of Manila cigars their cost, comparatively, is very little.

THERE IS QUALITY IN MANILAS
THERE IS MONEY IN MANILAS

List of Manufacturers and Distributors on application

Manila Ad Agency (Chas. A. Bond, Mgr.), 609 West 127th St., N. Y. C.
Phone Morningside 6204

(Continued from Page 14)

prentices, and the expansion of the industry has been seriously handicapped by that policy. Comparatively no women were permitted in these departments, although women are largely employed in this work in the factories in other cities. It is the determination of the Tampa manufacturers to open this work to women. It is regarded as peculiarly suited to them, and in no other line of work can they earn as high wages.

It will be noted that no reduction of wages is contemplated in any department of the factories, but in some departments the American style of work prevailing in other cities has been introduced in the Tampa factories. It will also be noted that the doors have been opened to the young men and women of Tampa, so that they may find lucrative employment under pleasant and sanitary conditions in these factories in the future. The opportunity is presented to earn higher wages than are paid in any other line of industry in Tampa.

No reduction in the wages of the cigarmakers, strippers, packers, clerks, banders or trimmers is contemplated under the new regulations, and any statement to the contrary is without basis and incorrect.

The selectors recently (and temporarily) paid by piece work, will henceforth be paid weekly wages in accordance with the system prevailing in Tampa for many years, the new scale, however, being a very large increase over that paid prior to the war.—"Tampa Times."

LETTERS FROM THE STORE KID

(Continued from Page 16)

fore your time to get your coat and hat hung up and your pompadore brusht up and get to working by the time the clock strikes?" I new I dont so I diddent say enneighthing more to him about that. I saw that if I taik 5 minnits that way every time I cum and every time I go, theres mebby 20 or 30 minnits every day that Ime doing like the plummer, getting reddy on the time of the feller that pays the bill.

I gess the size of the hoal thing is just what Bob sed when I was talking to him about it. He sed, "The trubbel with us is that we are thinking a good deel more about our own good times than we are about the sucksess of the cigar bizness. If weed be as interested in the boss having his bizness grow and make more munny as we are in getting out of the store rite on the minnit, the bizness would grow faster and mebby our pay wood get bigger faster." Aint it so Jimmie?

I thought all the while I wasn't afrade to work but I see Ive bin afrade Ide work overtime when I wanted to be doing sumthing else. And I gess if I saw the boss was as afrade of paying me a cent too much every Saterdie night as I am sumtimes of working a minnit too long for him Ide think he was a skinflint and then sum. Bob and I are going to reform but I dont buleve enneighthing wood ever reform Persy. Well no more tonite from

Yours,
Bizzy Bill.

Notes and Comment

The Marshall Cigar Company has been incorporated at Rome, Georgia, by G. C. Marshall, J. D. Fisher and J. D. Byers.

S. Scharlin & Son, established in the snuff business in New York City since 1876, in order to develop the export and domestic trade, have established The Scharlin Snuff and Tobacco Corporation, incorporated with a capital of $500,000. The officers of the company are Sidney Scharlin, president, and R. V. Campbell, secretary and treasurer.

The Charles H. Deane Company, cigar dealers, has been incorporated at Taunton, Massachusetts, with a capital of $10,000. The incorporators are Edward J. Swig, president; George D. Swig, treasurer, and Irving Bertman.

The Continental Tobacco Company of New York has been incorporated with a capital stock of $100,000, by G. V. Reilley, R. J. Gorman and H. C. Hand.

The Bayonne Cigar Company, 247 Avenue E, Bayonne, New Jersey, has been incorporated with a capital stock of $25,000.

The Philippine-American Chamber of Commerce which was organized last March has been incorporated in New York State, and Harry S. Loewenthal, of S. Loewenthal & Sons, one of the directors, is conducting an active campaign for members among New York firms. As previously announced, the officers are: President, H. Parker Willis; vice-president, Jas. J. Rafferty; treasurer, Charles T. Evans; secretary, Arsenio N. Luz.

FOR RENT

Fully equipped Cigar Factory for Suction and hand work.
Capacity 30,000,000 cigars annually.
Located in the best section of Philadelphia.
Plenty of help obtainable.
ADDRESS BOX AA-300, c/o TOBACCO WORLD.

CIGAR PACKER FOREMAN WANTED

Out of town factory wants experienced cigar packer foreman. All expenses will be paid. Highest wages offered. ADDRESS WITH PARTICULARS BOX D-100 c/o TOBACCO WORLD.

The efficiency of a business house depends on its "morale"

MORALE in turn depends on the conditions under which men and women have to work.

It is the policy of The American Tobacco Co., to provide the best possible conditions for its huge staff, in the interests of morale and efficiency.

Every sales manager has risen from the ranks, and so has a thorough and sympathetic knowledge of the problems of the retail salesman.

Each salesman receives a thorough training in his work, is given every facility for improving his position, and is liberally rewarded for extra efforts.

We provide for his transportation and travelling expenses. When necessary, we supply him with an automobile and accessories, and carry his insurance. We also pay for his bonding.

But best of all, we arrange for him to go home every week-end, for we believe in the home as the builder of morale.

The American Tobacco Co.
INCORPORATED

LEAF MARKET JOTTINGS

LANCASTER COUNTY has great expectations regarding the 1920 crop, and from a general view of local and other conditions, nothing but a series of unforeseen calamities, hail storms, droughts and a general slump, could change the happy situation. As the "Lancaster Examiner" views it, there is a "runaway" market for Pennsylvania tobacco; dealers' stocks are exhausted, offers are already being made to Lancaster farmers for the crops in their fields, but so far there have been no sellers.

The writer in the "Examiner" gives some interesting statistics. Pennsylvania tobacco is raised almost entirely in Lancaster, York, Chester, Clinton, Lycoming, Lebanon, Juniata, Delaware and Tioga counties. Lancaster raises practically three-fifths of the total crop.

In view of the advanced prices paid for Southern tobaccos, farmers expect to get from 30 to 35 cents a pound for Pennsylvania this year.

The average annual crop from Pennsylvania is about 55,000,000 pounds. About 15,000,000 pounds of the 1918 crop was bought for export. That, and the increased production of cigars, expains the present shortage, which is likely to become acute before the 1920 crop is available for use.

The financiers, mentioned in our last issue as promoting a co-operative export corporation, are K. Takean, of Antwerp, and Edward Emurion of New York, formerly of Paris. Prospects are said to be excellent for their success.

Crop conditions are excellent, and the tobacco has had a fine growth since it was transplanted, due to days of sunshine and sufficient rain. Farmers are helping each other, which is a great advantage to those who are backward on account of shortage of labor and other causes.

In Wisconsin, the 1920 crop was practically all in the field by the first of July and, according to the "Wisconsin Tobacco Reporter," the most reliable source of information in the State, the crop has had an early start under favorable weather conditions. Harvest will come in two months. There are no official reports available concerning the acreage, but unofficial estimates agree that it will be about the same as last year, with slightly increased acreage in certain sections.

It is not probable that the methods followed by buyers and sellers of the 1919 crop will change this year, if they ever do, as they were eminently satisfactory to both. There was no speculative buying by the packers before the crop was curing in the sheds. Prices, on the whole, were sufficient to give the growers a fair return on the average, and those who had extra good tobacco got high prices.

The stripping season was unusually late, continuing into the early part of this month, but the crop will be available for the manufacturer not much later than usual.

The fair play and good will of the season was in marked contrast to the "scraps" of previous years which resulted, as they generally do, in no good to anyone.

Labor shortage has been severe in spots, but farmers with their families, men, women and children, put in long hours in the fields; hours that would horrify the organized cigar makers, and the work was accomplished.

In the Southern States, special mention is made of south Georgia, which is conducting a vigorous promotion campaign. The Georgia Tobacco Exposition Association has been organized at Vidalia, and is arranging for a tobacco exposition at Vidalia August 4, 5 and 6. This section has been rapidly developing as a bright tobacco producer. Several markets will open up about the 20th of July.

The South Carolina season will open about the same time and will be over about two weeks before the Virginia and North Carolina seasons begin. The crop is estimated at about 70 per cent. of normal, and has suffered considerably from draught.

In the Tennessee dark tobacco belt, there is no reason for optimism. Before the Great War the bulk of the crop was bought for export, but the present rates of foreign exchange are unfavorable, and a revival of the foreign trade is not to be looked for, possibly for some years to come. The present supply going to the sales floors varies so widely in price as to indicate that a considerable part of it is of an undesirable quality. A reduction in acreage to the requirements of the home demand and a better quality of leaf are the only paths to safety. Many growers realize this and are acting upon it, while others are still planting a full acreage and trusting to luck.

The Connecticut Valley is about the only section from which reports are, in the main, unfavorable. Continued rains and cold weather have hindered the setting out of a portion of the sun grown crop. The crop does not look as well as it ordinarily does at this period. Shade grown appears in better shape. It is too early to make any calculations on the outcome, as a few weeks of good weather may change the whole prospect.

The week of July 25 will be "Farmers' Week" at Amherst, Massachusetts, with July 30 as "Tobacco Day," and the New England Tobacco Growers' Association will meet early in August, possibly on August 1st.

(Continued on Page 22)

SMILES light up the face of the cigar manufacturer who has his Stripping Department equipped with Model M Universal Tobacco Stripping and Booking Machines because his "Cost Sheets" tell him that the "Universal" is speeding up production, reducing overhead, cutting costs, eliminating waste and turning out a better product.

Fifteen hundred cigar manufacturers are wearing the "Universal" smile. You'll smile when you witness "Universal" economy. Catalogue and Price List on request.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland, 2 Route de Chene *Madrid, Spain, Zorilla 9*

London, E. C. 2, England, 19 Bishopsgate *Manila, P. I., Kneedler Bldg.*

"This is the
Life
Cigarettes"
The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate
Life
CIGARETTES
EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

The GRAND OLD CHEW

is now packed in the Handy 10c. Vest Pocket Tin.

Convenient to carry and always insures a fresh chew.

Up-to-date dealers know the sales value of this new package and are cashing in on it.

P. LORILLARD CO. **Est. 1760**

Leaf Market Jottings

(Continued from Page 20)

In Kentucky, reports of the crop conditions are uniformly favorable. In Brookville the plants are growing finely and farmers are encouraged. In Paris, or Bourbon County, the growers are very well satisfied with the rapid growth and excellent prospects. Burlington reports the same conditions and Harrodsburg announces a record breaking acreage. Fayette County prospects are great and Madison County is satisfied. Augusta reports a decreased acreage but thinks the smaller acreage will produce a large yield, of good tobacco instead of the low grade light weight leaf of last year.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red: Trash, from $5 to $10; lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22. Leaf, common, $12 to $18; medium, $22 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright Red: Trash, $8 to $12. Lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25. Leaf, common, $16 to $22; medium, $25 and $28; good, $38 and $42; fine, $55 and $60.

Colory: Trash, green, $10 and $12; sound, $12 and $15. Lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

New Dark Crop: Trash, $6 and $8. Lugs, common, $7.50 and $8; medium, $8 and $9.50; good, $9.50 and $10.50. Leaf, common, $8 to $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

NOTES AND COMMENT

The Belleair Cigar Company has been incorporated at Hartford, Connecticut, with a capital of $50,000, to manufacture cigars. The incorporators are Landis S. Coppen, Stewart Dillon and John A. McCone.

The Lawrence Mercantile Company, Lawrence, Kansas, wholesale tobacconists and confectioners, has been incorporated by Carl V. Mattner, Dick Williams and A. E. Russell. The capital stock is $50,000.

The R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, gave a picnic on July 5 at the Reynolds playgrounds, Piedmont Park. The thousands of white employees took part in a barbecue and field sports. Baseball games, girls' tug-of-war, boxing, sack race, old plantation show, cake-walk, snake show and numerous other diversions were provided.

The Cuban Cigar Company, of Denver, Colorado, has bought the Principe de Lees factory, which was recently bought from Lee Livingston by Goldberg & Berosky. The Cuban Cigar Company may continue to make the Principe de Lees cigar in the present factories for a time, but the two factories will eventually be merged.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 85 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
ENDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

THE SERIOUS FALL IN CONSUMPTION

In the British Isles, towards the end of last year, a gradual decrease set in in the consumption of cigars, cigarettes and tobaccos, and with the advance of time the slump has been accentuated to so large a degree that among the trade the outlook is regarded with consternation. It is pretty well known that in the earlier part of 1919 tobacco manufacturers in this country were unable to comply with the demands made on their resources. Indeed, tobacconists had to be content with a rationed supply—and often were confronted with an eager queue of smokers whom their enforced non-compliance only exasperated to the pitch of resentment. The slump, therefore, has proved a great surprise to manufacturers, most of whom laid in stocks amounting, in round terms, to twelve months' supply based on the preceding year's business. They bought at top prices, and when the American exchange was at its lowest point. What is the general position now? Judging from the sales of the last three months, their stocks will last nearer two years than one. No doubt they acted with the best intentions. But, unfortunately, optimism and irrational judgment seem to have usurped the position of business instinct. None of them seems to have arrived at a sound forecast of the situation—in other words, none of them foresaw that the smoker, feeling the pinch of the increased cost of living, would cut his expenditure on tobacco. That he has done so, however, is evident from reports from all quarters—and the gradual transition is scarcely a matter for surprise when one considers that the smoker in regard to the necessaries of life for himself and his family has to face the most expensive market this country has ever known.

WE PAUSE TO ASK

An article in going the rounds of the tobacco trade and other papers which says: "I have found an unusual demand for the nickel cigar among the building cigar stands, which clearly shows the kind of cigars demanded by the office workers. While the office people smoke the five-centers, the mechanic and laborer steps up to the counter and asks for the two-for-a-quarter and fifteen-cent sizes. The three-for-fifty is gobbled up by the man who used to feature the half-dime smoke. It looks like the tables have been reversed, but this condition exists." Since when have mechanics and laborers patronized the cigar stands in office buildings?

The Ship by Truck Bureau, referring to Kentucky says that Blue Grass land not formerly used for tobacco on account of the distance from the market has risen from an average of $300 to an average of $500 an acre in value. Tobacco comes into Lexington by motor truck from points as far as sixty-miles distant. Smaller markets have been put out of business, but the farmer has greatly profited.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

1,344,506. MANUFACTURE OF CIGARETTE CASES. John Charles Gunn, Liverpool, England, patentee.

Patent for a blank supporting table in a paper box folding machine having sections adapted to receive the front and rear walls of the box blank, said sections being mounted for swinging movement; the sides of the table for supporting the side walls of the box blank being rigid, and a plunger operating upon a blank wall to depress the removable sections of the table, to cause the corresponding sections of the box blank to move toward each other while the side walls of the blank through the fixed sections of the table are simultaneously folded inward.

1,335,454. CIGAR POUCH. Irving L. Stern, New Orleans, La., patentee. Patent assigned to Havana-American Co., New York, N. Y.

This patent for a pocket pouch for tobacco products, and having a rectangular cross section contour and adapted to be carried in the pocket of the user, the pouch comprising a rectangular wall composed of a thin cedar sheet, an intermediate reinforcing backing sheet and a paper lining sheet pasted together face to face, the lining sheet being of relatively greater height than both the cedar sheet and the backing sheet to produce a marginal portion adapted to be folded over the upper edges of the cedar sheet.

1,344,635. CIGARETTE POUCH-PACKAGE. George W. Hill, New York, N. Y., patentee. Patent assigned to American Tobacco Co., New York, N. Y.

A cigarette package comprising a box-like casing of relatively still material and in which the cigarettes are initially packed, the casing having a permanently open top portion, and a bendable front wall portion adjacent the open top portion, and a flexible pouch in which the casing is slidably received and removably contained, such pouch having a body portion conforming to the shape of the casing and having a flexible closure flap.

1,344,874. TOBACCO-SMOKING DEVICE. Jean Flajollett, Lyon, France, patentee.

Patent awarded for a device for smoking tobacco comprising an outer tube open at one end, a detachable mouthpiece closing the other end of the outer tube, a second tube of smaller diameter in the outer tube extending to the mouthpiece at one end, a funnel-shaped member at the other end thereof, and a third tube adapted to contain tobacco and slidable in said outer tube.

FREEMAN & SONS CHANGE OFFICES

Sidney J. Freeman & Sons have moved their offices from the third to the second floor of the building 123 Liberty Street, New York, acquiring larger and more desirable quarters.

Thomas Morris died recently on a ranch near Ansley, Neb., credited with having been 126 years old. He was a bachelor, which accounts for some of it, was a cobbler for 100 years, smoked a pipe for 107 years, and occasionally took one or two with the D. R. Smoking finally ended his career.

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY.
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT.
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and on an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS.

YABON:—41,775. For all tobacco products, excluding cigars. April 29, 1920. Universal Leaf Tob. Co., New York City.

MADELON:—41,776. For all tobacco products, excluding cigars. April 29, 1920. Universal Leaf Tob. Co., New York City.

RECLINE:—41,777. For cigars. April 12, 1920. J. C. Heckert, Jr., Dallastown, Pa.

MADAME LA GRASH:—41,778. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. June 26, 1920. Kline & Knipe, York, Pa.

OPEN BOOK:—41,779. For cigars, cigarettes, cheroots and tobacco. May 26, 1920. P. Lorillard Co., New York City.

ANCHOR:—41,780. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

BELL:—41,781. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

RED SEAL:—41,782. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

ARROW:—41,783. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

GREEN TREE:—41,784. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

FLOR DE VACCARO:—41,772. For cigars. May 22, 1920. National Cigar & Tobacco Co., Memphis, Tenn. (Trade mark claimed to have been in actual continuous use for about 20 years when it was first adopted by Vaccaro & Co., from whom title was derived by registrant on Nov. 1, 1919.

PHOENICIAN CLUB:—41,774. For cigars, cigarettes and tobacco. May 22, 1920. Havana Production Co., Inc., New York City.

TRANSFERS.

ATHENA:—32,677. Tobacco journal for cigars, cigarettes, tobacco. Registered February 11, 1907, by G. Merz & Son, Chicago, Ill. Was transferred to The Moehle Litho. Co., Brooklyn, N. Y., June 17, 1920.

EXHIBIT IN BUENOS AIRES PUT OFF.

The special exhibit of American products which was to have been held at Buenos Aires next November and December by the American National Exposition, Incorporated, has been postponed until next March. The postponement was made, officials of the company told the Department of Commerce in Washington, in deference to the wishes of the American Chamber of Commerce in Buenos Aires.

REDUCTION OF GERMAN TOBACCO TAX.

The Deutscher Reichanzeiger of April 17, 1920, announces that the reduction in the tobacco tax for the period May 1 to September 30, 1920, will be: For cigars, 75 per cent.; for cigarettes in the five highest tax classes, 50 per cent.; for fine-cut smoking tobacco in the two highest tax classes, 20 per cent. of the full tobacco-tax rates. However, the tobacco tax for cigarettes will not be reduced to less than 87 marks per thousand, and for fine-cut smoking tobacco not to less than 32 marks per kilo (2.2 pounds).

Harry Blum, 122 Second Avenue, New York City, will shortly open another factory to meet the constantly increasing demand for his Natural Bloom cigars.

"Man's unsatisfied ambition is the key to progress. It is altogether well that we in our office boy days did not know some of the problems that we have to trace today, else we would not have had the courage necessary for progression—we would still be in the office-boy class."—"Smoke."

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET BROOKLYN N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE
Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.
Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents for
THE CALVERT LITHOGRAPHING CO.

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

Good news about Full Havana Filler

ROBT. BURNS is "good news" all the way through, from his *full Havana filler* to his imported Sumatra wrapper.

He's still being made according to the "good faith" formula which means so much to modern smokers. Here it is:

Robt. Burns' Havana filler gives him fine flavor. Special curing gives that Havana rare mildness. His neutral Sumatra wrapper *helps* that mildness.

The better class of dealers gladly testify to Robt. Burns' high standing in their several communities. They'll tell you (from their own experiences) how unwise it is to offer "just-as-goods" to men who have an understanding with this modern full-Havana-filled cigar.

General Cigar Co., Inc.
DEPENDABLE CIGARS
119 West 40th Street, New York City

Robt. Burns Cigar

HAVE YOU TRIED ONE *LATELY?*

VOLUME 40

The TOBACCO WORLD

AUGUST 1, 1920

RECEIVED
AUG 10 1920
U. S. Department of Agriculture

OUR purchase of 1,500 bales of Sumatra tobacco at the inscription of July 16th. makes our total purchases of the 1918 and 1919 crops this year. 10,000 bales.

This tobacco represents all types of Sumatra tobacco and this large quantity will give our manufacturing friends a complete and diversified stock to select from for the manufacture of all grades of Sumatra wrapped cigars.

H. DUYS & CO.

(Incorporated)

142 Water Street - New York

By Far the Leading Sumatra and Java House

The Wolverine Bunch Breaker

Saves 35% of Your Binders and Largely Reduces Labor Costs

We will send one of our

Wolverine Bunch Breakers

By prepaid express on thirty days free trial.

Write for one today.

The Price Is Twenty-Five Dollars

West Michigan Machine & Tool Co.

FREE TRIAL Please send by prepaid express one of your bunch breakers on 30 DAYS FREE TRIAL.

Sign name and address, tear off and mail TODAY.

LIPSCHUTZ'S

44

CIGARS

44 Cigar Co., Inc. Philadelphia

UNION LEADER

SMOKING TOBACCO

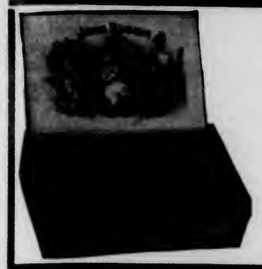
It made its Big Hit on Quality.

It's making another Big Hit on the price that captured the country—10 cents a tin.

Fastest growing brand in America because Biggest and Best tobacco value.

New Style
REDI-CUT

John Ruskin ⚜ FLOR DE MELBA



John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined in

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR

— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL. E. W. GALBRAITH, Jr., Cincinnati, Ohio ..... Vice-President
CAPT. GEO. W. HILL, New York ..... Vice-President
GEORGE H. HUMMEL, New York ..... Vice-President
JULIUS LICHTENSTEIN, New York ..... Vice-President
H. H. SHELTON, Winston-Salem, N. C. ..... Vice-President
WM. T. REED, Richmond, Va. ..... Vice-President
WM. BEST, Jr., New York ..... Vice-President
ASA LEMLEIN, New York ..... Treasurer
CHARLES DUSHKIND, New York ..... Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. H. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 300 W. 110th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGAR FACTORY—$2000 to $3000 will purchase substantial interest in small cigar factory in Philadelphia suburb. Established 40 years. Now making 300,000 cigars; tables and equipment for one and one-quarter million. Six copyright brands, 8c. to 12c. Shop is under experienced management, but business needs a sales or business manager. Salary commensurate with ability. Present owner has other interests requiring his entire time. Address Client, 403 Drexel Building, Philadelphia, Pa.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 August 1, 1920 No 15

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradouni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Time Means Money—So Does Floor Space

Corrugated Fibre Shipping Cases

FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

Save Time, Money and Floor Space

Your clerks can seal and tape corrugated fibre cases much more quickly than wooden ones. The saving in time is considerable. Make a test and satisfy yourself.

Our corrugated fibre shipping cases are just as strong and much lighter than wooden ones. This means money saved on transportation charges.

With the high rentals prevailing today every square foot of floor space means money. Corrugated fibre boxes reach you in flat bundles and can be stored that way until needed. They are easily and quickly set up. Wooden boxes waste time, money and use more help than necessary.

Corrugated Fibre Shipping Cases Cost Less Than Wooden Boxes

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

Ship the Modern Way With Corrugated Fibre Shipping Cases

If you are not already using them, tell us what you ship and how you ship it, and we will mail you sample box best fitted for your purposes, and show you **a big saving in costs.**

Investigate "the best corrugated fibre shipping cases" now, and write us, mentioning THE TOBACCO WORLD.

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

A good habit is easily acquired—make a First Roman Cigar A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

Volume 40

THE TOBACCO WORLD

Number 15

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 1, 1920 Foreign $3.50

EDITORIAL COMMENT

THE cigar and tobacco trade will find food for thought in the recent statement issued by the Department of Labor to the effect that statistics compiled in forty-eight representative cigar manufacturing concerns of the country show a decrease in employees of 1 per cent. as against the number employed last year in the same factories, and an increase in wages of 40.5 per cent.

It is no wonder that cigars have continued to advance.

What is going to happen remain to be seen.

But the following facts must be taken into consideration.

There is a 50 per cent. shortage in light Sumatra wrappers for this market. Indications are that this desirable wrapper will bring $1.50 to $2 a pound more than the highest price commanded at the famous inscriptions of 1917.

The Labor Railroad Board has awarded increased pay to railroad employees amounting to approximately $600,000,000 a year. This must come out of transportation rates in addition to a reasonable amount to cover a fair return on the investment. Indications are that both passenger rates and freight rates will be advanced between 20 per cent. and 30 per cent.

This hits the cigar manufacturer, and eventually the consumer pays. Everything the cigar manufacturer buys that travels by freight will bear this burden, and cigar boxes and packing cases, labels and bands will all have added to their cost of production these increased rates.

And on this additional increase do not forget that Uncle Sam will continue to add his 8 per cent. war tax.

The minute that cigars advance, and possibly before, labor will demand some share of it to meet the rising costs of living, as all articles, regardless of their nature, will bear some part of this rate increase, and this can mean only higher prices.

The public viewing the situation sanely may agree that the award of about 60 per cent. of the railroad workers demand is far more agreeable and less expensive than would be a general tie-up of the rail roads, with labor and capital playing a freeze-out game.

However that may be, the cat is still chasing its tail, and we still wonder where it will end.

At present cigar manufacturers can sell all the goods they can produce. The jobber and dealer are probably handling more money than ever before in their lives. But the matter of profit is based on so much per cigar, and there has been relatively little increase in the margin of profit while the cost of the cigar has doubled, or nearly so. There is a tremendous demand for the higher grades of merchandise, and it is difficult to find Class B cigars outside of the standard brands. The point is that most dealers are handling fewer and fewer cigars, while their invested capital is increasing with no increase in the margin of profit.

* * *

THE present money situation is affecting and will affect the cigar and tobacco trade to no small extent. The banks have taken the rather sensible viewpoint that if they curtail credits and loans there will be less speculation in this high market of raw materials. Tobaccos continue to command high prices and large manufacturers investing heavily in leaf stocks at present quotations find that they are being asked to pay a considerably higher rate of interest. This for the reason that the banks may conclude that the cigar manufacturers are making ample profits with the aid of this money, and therefore can afford to pay well for the accommodation. In other words, the bankers are just as willing to take advantage of such a situation as a manufacturer or retailer.

On the other hand, concerns with large loans are being called upon to reduce their obligations rather sharply. This means a jacking up of credits all along the line. But there is one thing sure, and that is, if a slump does come suddenly the concerns that have toed the mark will be on solid ground and in just as good shape as ever.

By curtailing credits and loans, the tendency to speculate is reduced, and the wherewithall to speculate with is absent, thus removing to some extent the temptation.

The sensible members of the trade are meeting the situation to the best of their ability, and will be the great gainers thereby.

IN the face of all these high prices a wave of cut-price cigar stores is sweeping over the large cities of the East. In some stores cigars are actually sold at practically what they cost the average dealer.

In Philadelphia these stores combine the cigar business with candies and every sort of article that yields a high profit. The lines include fishing tackle, safety razors, razor blades, perfumes and toilet waters, leather goods, soaps and shaving accessories, cameras, smokers' articles, penknives, playing cards and many other lines.

The standard brands are used as a bait or in the nature of an advertisement to draw trade. Usually there are one or two cases of cigars and six or eight cases of the other lines.

Some retailer dealers in Philadelphia have stated that within the next sixty days they will close out every standard brand in their stores sold by these price-cutters. Whether sober consideration will permit them to make this move remains to be seen.

But the fact remains that there is justice in the question, "Is not the legitimate cigar dealer entitled to some protection on his brands?"

Cut-price stores never made any brand famous, but they have ruined many.

The legitimate cigar dealers of this city have given a foothold to more than one small manufacturer and have greatly aided him to larger successes. Success in this market is impossible without the good will of the dealer. How many out-of-town brands have made a supreme effort to win a foothold only to meet with failure? The dealer is the connecting link between the manufacturer and the consumer, and his support is of the utmost importance to every cigar manufacturer shipping goods into this market.

It is not reasonable to believe that the cut-price stores can get 10,000 and 20,000 cigars at a time unless the manufacturer or jobber is willing to give them to him. We know of manufacturers who are in such a favorable position that orders from cut-price stores can never be filled in full, and often they are cut from 50 per cent. to 75 per cent.

Cigar manufacturers' associations in this city have had unhappy careers for one reason and another, but with or without an association it seems as if the legitimate dealer ought to have the serious consideration of the manufacturer and tendered every protection legally possible.

Manufacturers criticize the dealer because when they establish a retail price many dealers fail to ask it. Investigation will show that it is the competition of the cut-price stores that prevent him from getting it.

If the growth of cut-price cigar stores continues, and manufacturers keep them fully supplied with their brands to be sold at almost cost, it will not be surprising to find that the really important and legitimate cigar outlets are handling other brands and leaving the popular goods exclusively to the cut-price merchants.

Presidential election years have always meant big business in the cigar trade, and also the clean-up of a lot of old stock of various degrees of badness. As all four of the candidates are smokers, it looks like a big year for the slow sellers and dead stocks.

As everyone should know, the board of directors of the Allied Tobacco League of America has passed a resolution favoring a merger with the Tobacco Merchants' Association of the United States. This is as it should be and the movement to combat fanaticism should have one head.

An exchange says that "the Allied Tobacco League was organized for the one purpose of trade protection." If that is true, it was organized on a very narrow principle and should widen its horizon.

What league is going to organize the T. U. A. A., the Tobacco Users' Association of America, in all the workshops of the country in blocks of ten to one hundred, each headed by an active man, and outside of the workshops also.

Let the slogan be personal liberty instead of trade protection and the merchants will soon find themselves backed up by ten million voters, two millions, perhaps, from the American Legion and similar organizations.

They will pay their own expenses from the start, and ask no favors. They are seeking a leadership; give it to them and they will do the rest.—G. W. J.

Notes and Comment

The Farmers' Tobacco Warehouse Company has been incorporated at Grayson, Ky., with a capital of $25,000.

J. M. Fortier, Limited, manufacturers of cigars and importers of tobacco, of Montreal, Canada, will shortly retire from business, owing to the illness of Mr. Fortier. The firm has been one of the most prominent and highly regarded in the Dominion of Canada.

E. Popper & Company, cigar manufacturers, at 1510 Avenue A, New York City, have increased their capital from $100,000 to $250,000.

E. Y. Sterner's Sons, Philadelphia, have discontinued the manufacture of cigars. They will continue in the retail business.

According to the English magazines, the government is doing everything possible to increase the growth and import of tobacco from its colonies, in order to reduce the import of American tobacco. This has been tried before, but the English smokers have shown so strong a preference for the American leaf, that all previous efforts, of the sort, have been failures.

"The tobacco trade in Great Britain and Ireland has been suffering from a slump since the end of 1919, and while there are many factors, principal among them being general high cost of living, which are having their effect in reducing public demand for tobacco and smokes, increasingly severe tobacco taxes are blamed by the trade for aiding in the let up on the part of the public."—"Canadian Cigar and Tobacco Journal."

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.

FEDERAL reserve holdings of export tobacco paper as security for loans are not large, according to Governor W. P. G. Harding, of the Federal Reserve Board. Reports that large stocks of tobacco were being hoarded abroad were recently submitted to the Federal Reserve Board by "Daily Financial America," with request for such statement as the board might see fit to issue.

In his reply to the paper, Governor Harding declared that relatively little credit is used to effect tobacco exports, and accordingly the Federal reserve holdings of paper arising from the exportation of tobacco are comparatively small.

"Tobacco, as you know, is a government monopoly in France and Italy," he pointed out, "and bank credit to effect tobacco exports to these two countries are therefore not very large. The matter stands differently, however, in the case of tobacco exports to Great Britain, where the trade is no longer under Government control, but largely in the hands of private corporations operating in close alliance with American manufacturing and exporting interests. Federal reserve bank holdings of tobacco paper, particularly acceptances based upon the exports of tobacco to Great Britain, are somewhat larger than those of sugar paper, but by no means important.

"An examination of our official export statistics shows the following quantities and values of refined sugar, leaf tobacco and cigarettes exported to the principal countries of Europe during the ten months ended April 30, 1920. Refined sugar, 1,148,159,741 pounds, value $100,109,867; leaf tobacco, 475,385,645 pounds, value $191,847,959; cigarettes, thousands, 8,083,377, value $24,022,964; total, $315,980,790. The total exports during the past ten months of these three items which cover over 95 per cent. of the total sugar and tobacco exports amounted to about $388,000,000, or but slightly more than the value of the hoards of sugar and tobacco indicated in your letter, while exports to Europe of these three items were about $315,000,000 in value or much less than the value of the tobacco and sugar hoards in European ports, as shown in your letter. The value of these stocks, of course, includes the cost of freight between the ports of the countries of origin and the European ports. It is reasonable to assume that the larger portion of the sugar and tobacco exported from this country during the past ten months has been entered for consumption in the countries of destination, and that the unsold and stored portion is worth but a fraction of the $300,000,000 of sugar and tobacco shipped to Europe during the period. Your figures, if correct, apparently represent the worth of the total stocks of sugar and tobacco held in European ports, of which the American products constitute probably only a moderate portion.

"The whole matter of foreign trade financing, as you know, has had the closest attention of the board ever since the ending of the war. From the very outset the board held to the view that to finance our exports in excess of our available surplus of goods could only result in raising domestic prices beyond their present high level. On the other hand, it was not deemed desirable to interfere with long-established trade movements, such as tobacco exports to Great Britain and the Continental countries, since such interference would have effected unfavorably the producers' interests."

***

Exports of tobacco will reach heights undreamed of before the war, when the returns for the fiscal year ended with June are compiled by the Department of Commerce. Shipments totaling more than six hundred and four million pounds of unmanufactured tobacco were reported for the eleven months ended with May, leading to an estimate of approximately six hundred and fifty million pounds for the fiscal year. This will be nearly a hundred million pounds more than was exported during the fiscal year 1919, the previous record, and two and one-half times as much as was shipped abroad during 1918.

According to the figures for the eleven-month period, the United Kingdom is our most important market for unmanufactured tobacco, taking more than four times as much as the Netherlands, our next best customer. All told, there are a dozen foreign countries importing more than ten million pounds each of American tobacco annually, and a large number of others using more than a million pounds.

***

Figures compiled by the Department of Commerce, showing our export business in cigarettes, are curious and interesting, and bring out some odd facts. Strung out into figures, our exports during the eleven months ended with May totaled 15,839,344,000, which is about 158 cigarettes for every man, woman and child in the United States. This total, by the way, is the largest ever reached in the export of cigarettes, and is nearly twice as great as that for the corresponding eleven months of 1918.

China, of course, is our largest market, and took 4,659,092,000 during the eleven-month period, something like eleven cigarettes per capita. However, it is doubtful whether the Celestial Empire will continue to hold first place much longer, for Belgium is already a close second and gaining fast. Although no cigarettes at all were shipped to Belgium during the war, and the exports to that country during the eleven-month period in 1919 amounted to only 352,410,000, her

imports this year amounted to 3,343,933,000, and in value were 50 per cent. greater than our shipments to China.

Third place in the list is held by Italy, exports to that country amounting to 2,028,019,000, ten times as many as were imported during the corresponding period of 1918. The United Kingdom comes next, with 1,550,130,000, followed by the Netherlands, with 1,359,348,000.

The statistics show some changes in our markets. China's consumption, for instance, has fallen off one-third in the past year, her imports last year having totaled 6,744,078,000; the Straits Settlements, too, is falling off somewhat as a market, her imports having fallen from 1,134,198,000 to 819,932,000. France, where tobacco is a government monopoly, shows the effect of that government's efforts to restrict imports by a falling off from 1,282,539,000 to 173,739,000.

***

With a one per cent. decrease in the number of persons employed in 48 cigar factories, the payrolls of those establishments show an increase of 40.5 per cent. during the month of June, 1920, as compared with June, 1919, according to a statement issued by the Bureau of Labor Statistics of the United States Department of Labor.

The Bureau received and tabulated reports concerning the volume of employment in June, 1920, from representative establishments. A comparison was also made with those figures of identical establishments for June, 1919. Of thirteen manufacturing industries, cigars, leather manufacturing and silk manufacturing are the only ones showing a decrease in the number of employees, all showing a marked increase in payrolls.

The forty-eight establishments reporting showed that in June of last year there were employed 15,129 persons, as against 14,997 persons in June of this year, a decrease of nine-tenths per cent. The weekly payrolls were, in June, 1919, $244,318, and in June, 1920, $343,232, an increase of 40.5 per cent.

C. L. L.

TOBACCO MANUFACTURE IN IRELAND

The American vice-consul at Belfast, Ireland, in a recent report, states that like several other important Belfast industries, the local manufacture of tobacco was greatly hampered throughout 1919 by delay in getting goods handled, especially in the case of tobacco leaf stocks arriving from the United States, due to warehouse congestion in ports in Great Britain. While the supplies of raw leaf tobacco were much more plentiful than in 1918, the cost of this tobacco went up enormously in the last few months of the year, chiefly because of the adverse money exchange, and much higher prices for all classes of manufactured tobacco and cigarettes are predicted early in 1920. The Tobacco Central Board ceased to function early in January, 1918, and the duty on tobacco, which is $2 per pound, has to be paid before the tobacco leaf can be removed from bond. With a view to the encouragement of tobacco growing in the dominions, the Government has arranged that in future a concession of one-sixth of the duty is to be made in the case of tobacco grown in the British Empire.

Notes and Comment

The Exclusive Sales Company, of Louisville, Ky., has been incorporated for $5000 to deal in cigars. The incorporators are: D. E. Coates, F. Peinz and M. Peinz of Louisville.

Larus Bros. & Company, Richmond, Va., have completed plans for a five-story factory building with a large warehouse attached at Twenty-first and Cary Streets, to cost approximately $400,000. The building is of concrete, brick and stone, and entirely up to date.

The Union Warehouse Company, Inc., of Stoneville, Rockingham County, N. C., has been dissolved by consent of stockholders.

Building permits have been issued at Lexington, Ky., to the Burley Tobacco Company for an annex to cost $140,000, and to the Tattersal Tobacco Warehouse Company for an addition to cost $40,000.

The Racebrook Cigar Company has been incorporated at New Haven, Conn., with a capital of $20,000, by Joseph F. Ready, the well-known cigar manufacturer, and his brother, Louis T. Ready.

The A. B. Leaf Tobacco Company has been incorporated at Menominee, Wis., with a capital stock of $50,000, to deal in wholesale leaf tobacco.

A new $60,000 tobacco warehouse will be erected at Gallatin, Tenn., in time to handle the 1920 crop, by W. B. Ford and Lee Duke, of Carthage.

The Alles and Fisher Company, Boston, Mass., have incorporated with a capital stock of $750,000.

The South Kona Tobacco Company, of Honolulu, has been incorporated with a capital of $50,000, with an authorized capitalization of $250,000.

The Springfield Tobacco and Supply Company has been incorporated at Springfield, Mo., with a capital of $25,000.

The mischievous effect of Government regulation and interference is illustrated in various parts of the United Kingdom. There is an early closing law for some and a later one for others, and tobacconists who are compelled to close early are constantly complaining of the refreshment house keepers who sell tobacco after the regular shops are closed. Another instance of politics and business in a mix-up.

A campaign now being run in Baltimore newspapers for "Flor de Moss" cigars is attracting quite a bit of attention due to its originality. Each advertisement contains the picture of a prominent citizen to whom the copy is directly addressed, telling him among other things that he is being sent a box of "Flor de Moss" cigars.

COOPERATION

"It is our policy to stand behind our product and behind *you*, who have made possible our tremendous volume of sales. We wish to serve you and cooperate with you by every means in our power."

YOUR success is our success; your failure is our failure: we stand or fall together.

Long ago we recognized the truth of these words and we have tried consistently to build up our business by cooperating with our customers to ensure their success. We study their interests and promote their welfare, for only by so doing can we achieve permanent success for ourselves. To be sure, a temporary advantage might be gained by pursuing a selfish policy, but it would be short-lived and would defeat its own end.

TO enumerate all of the ways in which we cooperate with wholesalers and retailers alike would be impossible here—they are many and varied. We would call attention to two only; one, our advertising in newspapers and on billboards; and two, a continuous flow of window posters, attractive and designed to sell goods.

Our "cooperation" is a real "working together" for the common end of serving the public.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A. E. Pharo

All rights reserved

A LUCKY DOG IS THE Cigar Dealer. 'Cos why? Because he can view the coming days with untroubled complacency.

A great and rapid change is impending. It is on the way; it is even now here. This change consists of a big step towards the normal. The hysterical frenzy is on the wane, and the tired world is settling down to routine business.

Uncle Sam is in a favored position and he is going to be quite busy and very prosperous for many years to come. He will buy and sell to all the world, and this will make business so big, and broad, and complex, and complicated, that there will be work for everybody, and we will all be happy if we are sensible and good.

But—just to take the joy out of life—there may be a spell of several months, or perhaps a year, of dull and trying times, while the adjustment is taking place. Business may be poor, the demand light, people out of employment with little money to buy.

This will make it hard with dealers in many lines of trade, and may turn down the corners of their mouths. But you are among the favored ones, Friend Dealer, for the wimmen say that a man would rather smoke than eat, and that he will indulge in his whiff whether or no. Therefore during this trying period your falling off will be slight, if any, and then you, too, will share in the prosperity that lies before us.

LIVE HORSES ARE reported to be as valuable as ever in spite of the steady inroads the automobile and auto-truck are making upon their domain. But a dead horse is a drug on the market; he is worth little more than the cost of delivering him, and he should be disposed of at once.

You have many articles of merchandise in your store, and you should ask yourself if you have any dead horses. And you should answer the question by taking pencil and paper and checking up your stock, paying particular attention to the back shelves and odd corners.

I know you are a careful business man, but I'll bet you'll be surprised at the number of dead ones you find.

Get rid of 'em; and here's the way. First, clean 'em up and make 'em look fresh and neat. Wash them. Polish them. Mend them. Varnish them. Have them looking spic and span. They are all probably good as new, perhaps much better than the new things made now, even though several years old. Put a price tag on each, with the old price, and your present price, way, way down. Have a window placard announcing a "Clearing Out Sale of a Few Old Things," and put samples in the window. Then lower the prices every few days, and keep lowering them till the last thing is gone, even though you sell a dollar article for a penny.

Invest the proceeds and use the space in quick turnover goods, and it will help your business in many ways.

THERE ARE SOME DEALERS—and a good many, too—who have literally built up a profitable business by Talk. Yes, sir! Just by drawing in the air, pushing it out again, manipulating the tongue meanwhile so it makes words.

But they guide their tongues with brains, so the words it makes are words of wit, or humor, or sense, or reason.

It all depends upon the class of persons who patronize their several stores.

I know one dealer—and he is very successful—who is in a neighborhood where young men congregate. These young men are making good money in factories at work which does not call for much mental expenditure. Consequently they put an immense lot of mental activity and mental interest in their pleasures; and these pleasures run to games and sports—of the desirable kind—such as baseball, bowling, fishing and out-of-door pastimes.

This dealer makes a study of these sports, and a very careful study. He knows them from the bottom up, with all their rules and customs. He reads about them in the papers. He knows the names of the best players, their strong points and weak points and much of their personal life.

So much does he know that he is considered an expert and an authority, and all knotty questions are referred to him. The young men like to come to his store, for entertaining and really instructive talk is always in order. His place is popular, and a popular place is profitable.

THE BIG 'UNS and their clerks always plan to take a vacation every year. If I were employed by a big corporation I would actually be afraid to go to headquarters and say that I did not need, or did not want, a vacation.

They would either say, or think, such thoughts as this: There is that boob has got into the narrowest and deepest rut he could find. The sameness, the monotony and the grind of daily business life have taken the pep, the ambition, the energy, the initiative,

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO
TAMPA, FLA.

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

DEER JIM. I herd it dont pay the ralerode to run tranes to Pinkvill so theyer going to stop. Why dont you cum over to a town thats on the mapp? Mebby sum day weel nede a new clerk and Ile get the boss to giv you a job. If he wood yond be in a store where theres sumthing doing. It woodent be enneigh such sinch like that drug store job youv got now.

I lernd sumthing today Jim and mebby you woodent hav had to lern it. Theres 2 or 3 fellers that alwys buy all theyer smoaks at Murphys store acrost the strete and then just as like as not they stop in our store to get a lite and we dont get theyer munny. I alwys thought they had theyer nerv to do that and today one of em cum in and pulld a cigar out of his pokkit that heed bought at Murphys and lit it on the cigar liter and then he sed "Sun, giv me 2 or 3 maches."

I handid out 2 and I sed, "Aint they furnishin maches with smoaks over to Murphys enneigh more?"

Then he says, "O this is one of them mach titewad stores is it?" and he diddent taik the maches and just walkt out and the boss had herd it all and he diddent walk out. He walkt all over me.

I cood see he was mad but he kind of wated till heed got his mad so he cood handel it and then he sed to me, "William if we want to get more customers weev got to get em from other stores havvent we?" Of coarse I sed sure we had and I sed we cood do it too.

"Wel," he says "the only way we can do it is by maiking thoze customers like us and our store better than they like the other one and the best way to not do it is to rub it into em that they aint our customers and maik em sore at us like you did that feller that wanted maches."

"But he never buys enneighthing off us and heze a regguler Murphys customer and heze got an awful nerv to buy his smoaks there and then ask us to firnish the lites for em." I sed that.

And the boss he cum rite back, "Yes, and if we trete him rite here and giv him servis aint he more likely to buy here sum day than if we tel him heze Murphys customer and heed better go there for what he wants." He says "Don't never get mad at a feller becaws he likes to buy in sum other store. That aint the way to get him. Heze got a rite to buy where he wants to buy. But treet him so good heel think this store is better and more ackomodatin than Murphys or enneigh of them."

Wel I gess the boss is rite at that Jim but it maiks me sore just the saim when a feller kepes buying from Murphys. His store is just a cheap dump enneighway.

One thing I got mad about at that ivery doam Persy was I saw him taik a cigar out of his pokkit and lite it and I pickt up the band where he thru it becaws I wunderd what kind of cigars he smoakt and what dyou think Jimmie, it was a "Murphys Special" and that the cigar Murphys selling cheep to cut into our traid on our Heckers Faverits.

Wel I thought sumboddys giv old Persy a cigar becaws he woodent be buying smoaks at Murphys store. And then when I was hanging my cote up by his on the hook I just took a look at the cigars in his pokkit and they was all Murphy Specials and there was sum of Murphys coopons too. What dyou think of that? That guy goze buying his cigars over in anuther cigar store. The rummie. I told Bob about it and he says lets see if he does that all the time or if its just this once and I wacht the guy and found he went in the side dore of Murphys after he got his lunch most every day. I was going to say dam him but I kno the postmaster in Pinkvill mite think there was sum such langwidge in this letter and heed open it and get me pincht.

And Bob says, "Aint that the limmit? A cuss like him buying his cigars over to a compettiters when weer selling better cigars heer and when heze just helping Murphy to do more bizness?

I cured him Jimmie. I sed to Bob to let me fix him and I did. I maid a sine and it red "Employeez of this store are reqwestid not to patronize our compettiters" only I had Spike maik a fancy coppy of it. Then I put it up under the hook where Persy hangs his coat. I diddent let him see me and noboddy sed nothing to him. I diddent even dast to wach him when he saw that sine. But I notist yesterdie the cigars in his pokkit was Heckers Faverits insted of Murphys Specials.

Why its like Bob sed, "The old fule. Heer heze working in this store and if this store doessent do a lot of buzness heel probly get fired the first one and then he goze and helps maik the store do less bizness and whats Murphy or enneighboddy in there going to think to see old Persy buying his smoaks there? Gosh it maiks me want to do what the lady in the Shaikspeers or sumboddys play sed, hand him a slam in the mapp.

(Continued on Page 18)

DECORATED METAL

Week-End Packages

Containing

50 and 100 Cigarettes

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

Tampa Business Men Back Up Manufacturers

Tampa, July 27, 1920.

DECLARING unequivocably for the open shop in the cigar industry in Tampa, the Tampa Board of Trade and the Rotary Clubs have taken the step that it is believed means the ending of the cigar strike—that is the beginning of the end. Going a little bit further, the Rotary Club, composed of one hundred and thirty-two of the biggest men in Tampa, has pledged its members to secure to all workers the inalienable right to work when and where they desire. The Kiwanis Club, at its meeting tomorrow, is expected to pass similar resolutions and take even a more positive stand on the matter if discussion with THE TOBACCO WORLD'S correspondent means anything.

The Board of Governors of the Trade Board acted Monday and the Rotary Club Tuesday at luncheon. The action was unanimous in both instances.

The two resolutions follow:

BOARD OF TRADE.

"Whereas, Tampa is one of the largest cigar manufacturing centers in the world, manufacturing in normal times four hundred million cigars per annum; and

"Whereas, this represents an approximate income to the industry of twenty-five million dollars per annum, of which in excess of the million is spent in wages in this city; and

"Whereas, a deplorable condition now exists whereby the continued existence of this industry is seriously threatened; and

"Whereas, the people of this city have always pledged the manufacturing interests that in any and all events the industry will be protected and they will be allowed to peacefully pursue their business; therefore, be it

"Resolved, First, That we recognize the right of the manufacturers, or any other employers, to employ such persons and upon such conditions as to them may seem proper in the successful and proper management and handling of their business, and while we recognize the right of employees to refuse to work if conditions do not suit them, still we do not recognize the right of any employee, or organization of employees, to prevent any other person or persons from seeking employment or being employed.

"Second, that we commend the action of the manufactures in re-opening their factories and offering employment to competent workmen on equal terms to all and without discrimination against any workmen on account of his affiliation with any organization.

"Third, we urge the workmen to lay aside all demands for a 'closed shop,' this demand, in our opinion, being impossible, unreasonable and un-American.

"Fourth, we pledge ourselves that we will protect the workingmen and the manufacturers to the fullest extent possible to the end that property and life may be safe, and we further urge upon both manufacturers and workingmen to re-establish and put into operation, through equalization committees or otherwise, some plan by which their mutual agreements are kept and enforced.

"Fifth, we call upon all good citizens, either business men, professional men, merchants, manufacturers or workmen, to aid and assist in preventing intimidation, threats, boycotts or acts of lawlessness.

"Be it further resolved, That a copy of these resolutions be furnished to the press.

"Passed this, the twenty-sixth day of July, 1920, by the Board of Governors of the Tampa Board of Trade, in regular meeting assembled.

A. W. PERKINS,
Vice-President.

Attest:
L. P. DICKIE,
Secretary."

ROTARY CLUB.

"Whereas, certain cigar factories in Tampa and West Tampa have been reopened by their owners after a strike of months' duration, and the former employees of these factories are now offered work at wages and under conditions satisfactory to many of them; and

"Whereas, large numbers of these former employees, willing and anxious to return to work, are deterred therefrom a system of intimidation inaugurated and practiced by others who have threatened bodily harm and insult as a penalty for returning; and

"Whereas, it is the inalienable right of every person to engage in any lawful occupation under conditions satisfactory to himself alone, in which right he is guaranteed from molestation and intimidation by law, common justice, and our most sacred American principles; therefore, be it

"Resolved, first, that we, the Rotary Club of Tampa, do hereby declare that any and all attempts to restrain the aforesaid cigarmakers from returning to their accustomed work, by insults, threats and intimidation, are made in violation of law, and of American ideals, and common regard for the rights and liberty of our people;

"Second, that we call upon the constituted authorities and pledge ourselves as citizens to guarantee full protection to all citizens of Tampa, in the present emergency, and to deal out true and genuine American justice to those who may be found guilty of the unlawful and cowardly practices hereinbefore mentioned;

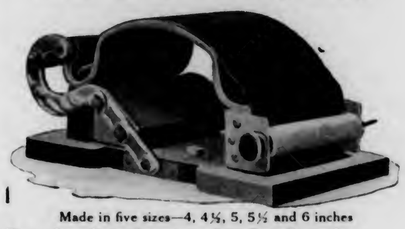
"Third, that nothing herein contained shall be construed as denying the right of any person to belong to a union, to believe in and practice collective bargaining, or to refrain from work under conditions not satisfactory to him or her; the sense of this resolution being that union and non-union workers are entitled to identical treatment and that the attempts of one to intimidate and coerce another transgresses law, order and those fundamental ideals upon which our Government is reared:

"Fourth, that we commend the action of the manufacturers in re-opening their factories and offering employment to competent workmen on equal terms to all, and without discrimination against any workman on account of his affiliation with any organization.

"Be it further resolved, that a copy of these resolutions be furnished to the press.

"Passed this twenty-seventh day of July, 1920, by the Rotary Club of Tampa, in its regular meeting assembled."

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION



Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Does the "Hundred" in "Ten Flat"

PRINCE HAMLET

NOTHING can touch him for genuine class and speed. When it comes to going after a customer's smoke appetite Prince Hamlet can do the "Century" in ten seconds flat every time. Keep your eye on —

PRINCE HAMLET
2 for 25c.—15c.—25c.
Also 10c and 11c. sizes
The Well-Balanced Satisfying Smoke

He's always in training for a "race." Our advertising will keep *your* sales in athletic trim. Stock up on Prince Hamlet.

BAYUK BROTHERS
Manufacturers of the Famous "Mapacuba" Cigars
PHILADELPHIA

New York, 119 Lafayette Street Phone, 3166 Franklin

"Wherever Gentlemen Are"

EL ROI-TAN

Sold Everywhere
Good Anywhere

PERFECT CIGARS

(Continued from Page 12)

the will-to-win, and all the higher attributes from him, and he is content to run along in his little narrow rut, where he won't grow, won't get new ideas, won't ever become more useful, and will gradually lose what little usefulness he now possesses.

The thing to do is either to fire him, or find some soft, easy job, with no future, and put him in it.

It is a dangerous thing not to take a vacation every year, Friend Dealer, whether you work for others or are your own boss.

For the most dreadful thing in the business world is The Rut. It destroys more business men every year than the machine guns killed doughboys during the war.

May allah save me from the rut, and save you from the rut—for that is our greatest danger.

Take a vacation! Get away from your business. Forget it! Then look out on the world! See what a wonderful thing it is! How busy! How prosperous! How easy to make a fortune Then go home and make one!

I KNOW I AM cranky, and once in awhile I wonder if I ain't even daffy—on one subject—and that is Business Knowledge for Business Men.

I believe this is the greatest thing that ever happened, even to retail dealers and their clerks. I'd rather have it than a big bag of gold, I sure would. A bag of gold don't bring happiness. It merely buys a few useless luxuries, and some of the most unhappy folk in this country are men who have millions, and nothing to do but enjoy themselves.

But just let a man have Business Knowledge, and a clerkship, or a little business, no matter how small and he's the Johnnieboy for me. He will work up to a better job or a larger business as sure as a cork bobs up to the surface. He will not only make all the money he needs, and make it easily, but he will have a barrelful of fun every day in the making.

I therefore think I am justified in being cranky, and even daffy, on the subject of Business Knowledge. Particularly when I glance at a circular I just received, and which lies before me. This harps on the value of knowledge to everybody, and it wants folks to take special course of ten lessons at forty-five bones for the course. Lessons on such things as Observation, Will, Imagination, Personality, Straight Thinking, Concentration, and such. Says this course will help mightily in "Mounting the Stairway of Success," and I expect it will.

But if you will read Business Building, and the many suggestions in these pages, and develop a real gnawing hunger in your mind for Business Knowledge you will start yourself on the road that leads to the heights.

GEE, what a wonderful thing is that small word—IF. I know a cigar dealer who carries his little old "If" around, and trots it out as religiously as a young wife her wedding ring.

He would have had the finest store in town—If. He would have gotten into manufacturing and employed a thousand men by now—If. He would have had a box trade which would make him independent—If.

And so on down the whole keyboard of the conversational piano.

You know him, and so do I. There are a lot of him in the cigar trade.

And you know—although you dassen't tell him—that it ain't the "If" which kept him from growing and accumulating a fortune, but his own dod-gasted poor storekeeping and a blindness to his own faults which is simply appalling.

Let us, every one of us, remember that If has nothing to do with our disappointments. If I had begun studying early enough, and studied hard enough, my writing now would be so fine that editors would pay me a dollar a word, and ask me to write pages and pages. And then, turning to yourself, if your business is a little, one-horse, dinky affair, it is because you didn't learn the rules of the business game, and then play it like a good fellow. That's the reason. But it ain't too late yet. Read the pointers in the "Tobacco World," apply 'em to your business. You'll grow. You can't help but grow.

LETTERS FROM THE STORE KID

(Continued from Page 14)

Ile say so. Ide like to hand him the first one. I think if a fellers got any interest in the store where he works heze going to be plugging for that store all the time and telling fokes what a good place it is to buy theyer cigars and trying to get all the bizness there he can becaws aint it to his advantij to hav the bizness get more? Why that Persy woodent kno enneigh more than to sit on a tree lim and saw it off betwene him and the tree and doun heed go, and that about what its doing when a feller goze and helps his competitiers bizness. Aint it so Jimmie?

Why sum fellers dont even kno what theyve got for sale in the store they work in so they dont kno whether its what they want or not. Persy diddent hav that excuse tho becaws Ile admit he does kno all about our stock. But havvent you bin in sumboddys store and askt the clerk for sumthing youd seen in the window or seen em advertise in the papers and had the clerk say he diddent think they had it? Say sum kinds of clerks Jimmie givs me a pane. They dont kno as much as a paper bag. I buleve in a feller getting wize to everything his store sels. Ime that way.

Hows sqwils and opiedildock selling these days. Is the profitteering pretty good in drugs?

Yours for bizness

Bill.

According to "Commerce Reports," Belgium purchased tobacco and tobacco products amounting to nearly two hundred million francs, or approximating forty million dollars. In tons of leaf tobacco the United States sent about 29,000; Brazil, 7000; Philippines, 4000; Colombia and Dominican Republic each about 3000. Cigars were bought in Cuba, Philippines and Mexico, mainly in Cuba.

"The Voice With The Smile Wins"

Acknowledgements to New York Telephone Co.

THE voice with the smile pervades the cigar factory equipped with Model M Universal Tobacco Stripping and Booking Machines. Girls who operate these machines find their work simple and interesting. The clean, smoothly booked stock enables the cigar makers to make more cigars and more money. The cigar manufacturer has only to glance at his "cost sheets" to *know* that the Model M Universal is a paying investment.

[1500 cigar manufacturers are "justly" satisfied with the Model M Universal. You need this machine for the same reason that your competitors wouldn't be without it. Send now for a descriptive catalogue and price list.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd Street, New York *Factory: 98-104 Murray Street, Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO. OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—2 Route de Chene *Madrid, Spain—Zorilla 9*

London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

Every Time the Door Opens A Dollar Blows In

And a satisfied customer goes out to return again.

That's the way W D C Pipes and Triangle Tubes keep business bouncing.

One doesn't have to work hard to sell these favorites-of-the-discriminating-smoker. They're very efficient salesmen themselves when kept up in the daylight where they can see and be seen.

Give them a chance to show the stuff they're made of. Drop an occasional word into the ear of each customer. Then get out your paper baling press and be ready to bundle up the dollars that are sure to blow in.

P.S. Why not send your distributor a refill order to fill those holes in your cases?

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

One of a large family of popular WDC shapes

Send This Coupon For "THE PIPE ORGAN"

Please place my name on your mailing list for "The Pipe Organ." It is understood there will be no charge and that I will not be obligated in any way.

Name_____

St. & No._____

City & State_____

Our Foreign Trade

THE end of the war, necessitating a complete reorganization of our foreign trade activities which, for several years, had been almost exclusively devoted to munitions and commodities needed in connection therewith, has resulted in many American manufacturers turning to the Far East, with its hundreds of millions of people, as a market for their products. Included in his section are two great countries—India and China—with populations several times as great as that of the United States, Japan with a population about three-quarters that of ours, and a number of smaller countries. All of these countries are possible markets for many American commodities, especially the cheaper articles.

Of all the countries of the Far East, China probably offers the most fertile field for the American exporter. The population of the country is more than 400,000,000, and while the purchasing power of the people at present is comparatively low, it is expected to increase rapidly as China become more important as a manufacturing and exporting country. At present, the principal exports are silk, hides and skins, beans, tea, vegetable oils, wools, tallow, minerals, eggs, wood oil, short-staple cotton and bristles. The United States is the principal buyer for these commodities. The most important imports are cotton goods and cotton, leather, metal and metal products, machinery, electrical and railway equipment, kerosene, lumber, dyes, tobacco and building materials. The United States ranks second in supplying China's imports.

For the purpose of assisting American manufacturers and exporters in developing the sale of their products in China and the Far East generally, there has been established in the Bureau of Foreign and Domestic Commerce of the Department of Commerce a Far Eastern Division. This division receives and disseminates reports regarding conditions and opportunities in the various countries. Besides maintaining permanent commercial attaches in Peking and Tokio, who interpret general commercial and economic conditions in the Far East as they effect American interests, the bureau has had a number of trade commissions investigating special subjects in China, Japan, India, the Philippine Islands, the Dutch East Indies and elsewhere. These investigations include general trade conditions, ports and transportation facilities, investment opportunities, mineral resources and their development, and the markets for various commodities.

The Far Eastern Division, having been created for the purpose of furthering American commerce with the Asiatic countries, welcomes inquiries from American manufacturers and exporters desiring to increase their trade in the Pacific, and is equipped to give a great deal of up-to-date, accurate information.

Officials of this division, who have studied Chinese affairs, declare that China offers unlimited opportunities for American business. China's foreign trade has increased five-fold in thirty years, and now amounts to about a billion dollars annually. Americans and American goods are well-liked in all sections of the country; the Chinese business man is a heavy buyer, respects his obligations, is guided by dictates of equity rather than law, is not accustomed to provide letters of credit with orders, does his business over the teacup

(Continued on Page 22)

RESOURCES

IT took half a century to build up the huge resources of The American Tobacco Company. Stone upon stone this immense structure was raised to give SERVICE to the users of tobacco in America.

Nor was the building plan a haphazard one. The best brains were employed, the greatest architects of modern business called into consultation in order that the completed edifice might be the best in the world.

This we believe it to be.

THE foundation of this structure is the factory, or rather fourteen factories, built at strategic points throughout the country. They are capable of enormous output as their whirring machinery testifies.

On this foundation are built the warehouses, shipping depots, sectional, regional and territorial distributing depots—even to the little Ford automobile that carries the salesman and his supplies.

THE capping-stone of all this is the great administrative office in New York.

In financial resources The American Tobacco Company stands secure and sound, inspiring confidence in its customers that it can and will make good every promise it makes.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

(*Continued from Page 20*)

rather than over the telephone, and is particularly friendly toward Americans and things American.

"China is a market of great potentialities, the new world of opportunity in trade," declared Julean Arnold, Commercial Attache at Peking, in a recent report, "hence it pays to 'get in on the ground floor' and build on a solid foundation, liberally supporting an organization doing the pioneering work.

"Americans possess a great asset in the good will of the Chinese people. Because of geographical position, the United States would naturally seem concerned with Asia more than with Europe. Alaska is within fifty miles of Siberia, and Manila, is an American insular possession, is closer to China than is Tokio. Manila can advantageously be made an American distributing center for our Far Eastern trade."

In pointing out the possibilities for building up trade in China, Mr. Arnold cites the following as among the most important suggestions to be considered in entering the Chinese market:

"In forming China connections, American manufacturers should limit agency rights to territory effectively covered by agent, and should send their own representatives for periodic visits to the country to inspect the work of agents and, if possible, should have their own expert always in the field.

"Agents of American manufacturers should not be permitted to exact prices netting excessive profits, as future trade is imperiled thereby.

"Chinese and American merchants should be encouraged, respectively, to visit the country of the other.

"Advertising is necessary to the introduction of goods. It should preferably be in Chinese. Money should be allotted, but should not go toward support of publications unfriendly to American interests.

"Pictorial trade-marks are preferable. It is necessary to safeguard trade-marks against imitation on the part of cheap, inferior products, for quality in goods is understood by the Chinese, and American goods are generally reputed of high quality. Catalogues in English are useful only to a limited degree. The man behind the catalogue sells the goods."

"Americans in China are under the jurisdiction and protection of American courts," Mr. Arnold observes. "There are about 6500 American residents in the country, about 2000 of whom, with 150 American firms, are located in Shanghai, through which port 60 per cent. of China's foreign trade passes.

"Federal incorporation, with home tax exemption, is essential to the success of American firms in China in their competition against firms of other nationalities enjoying similar advantages. Combination under the Webb-Pomerene Act is advantageous for American manufacturers in China.

"American merchandizing and salesmanship methods will be signally successful in China if adjusted to meet conditions there. The Chinese character resembles the American in certain essential respects. There is no caste; the people are democratic, peaceful, industrious, possess a sense of humor, are reasonable, and inherit a culture based on 4000 years of civilization.

"The conservation of the Chinese in the past was due to their naturally secluded position and to an educational system recognizing only teachings of ancient sages and taking no cognizance of modern science. The new China looks to the future and away from the past, is instituting modern schools and a native press, is developing an effective national spirit, and asks the constructive sympathy of the outside world."

With acknowledgments to K. C. B.

"How I saved a policeman's life"

EVEN THE eggs.
WERE TIRED that morning.
AND THE coffee.
DIDN'T FOOL me one bit.
BUT WHEN after breakfast.
MY CIGARETTE tasted awful.
IT WAS too much.
AND A grouch started.
AND WALKING to work.
I SWORE off smoking.
AND DECIDED to fire.
MY OFFICE boy.
BUT JUST before I decided.
TO KILL a policeman.
A MAN passed me.
SMOKING A cigarette.
AND SAY but the smoke.
THAT DRIFTED back.
DID SMELL good.
AND I followed him.
INTO A store.
HE THREW down two dimes.
AND SAID "The same."
AND SO did I.
AND SO I'm still smoking.
AND STILL keep that.
OFFICE BOY and I let that.
HANDSOME POLICEMAN live.
AND I'M going to boost.
THAT MAN I followed.
FOR PRESIDENT or something.
FOR REALLY those cigarettes.
DO SATISFY.

JUST a whiff of that spicy aroma of fine Turkish and Domestic tobaccos will make you hungry for this "satisfy" smoke. There are blends and blends, but none like this one. Chesterfield's blend is a secret and it cannot be copied.

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptune 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
501, 503, 505 and 507 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Leaf Market Jottings

LANCASTER COUNTY is going to have a great yield of tobacco this year, according to all reports at the mid-July meeting of the Lancaster County Tobacco Growers' Association.

An opportunity to verify these reports will be given on the annual field day on August 23, when the members of the association will leave Lancaster by automobiles at 8 o'clock in the morning, and after visiting various fields, will arrive about 11 o'clock at Ephrata.

The "Lancaster Examiner" says that with the expectation of getting top prices for their crops this season, some farmers planted more tobacco than they originally intended to plant, so that the crop will probably be as large as last year's in acreage, and will weigh heavier.

Another reason for the increased acreage is the excess of plants which were placed in ground intended for other crops.

While a strong effort has been made to establish a loose-leaf floor, many farmers are reported to be anticipating selling their crops in the field, and the majority will probably stick to the old methods.

The growers are generally striving for good crops and calculating on foreign buyers to help boost prices. The Imperial Tobacco Company, of London, England, has been lately buying the old crops, and there have also been buyers from New York and Connecticut.

The Havana seed district along the Susquehanna River, between Columbia and Washington Borough, has been visited by numerous buyers, who have been giving it the "once over." No sales have been reported, but it is said that the growers are talking fifty cents to prospective buyers.

Away down South the tobacco crop has begun to show signs of activity. In the Kingston, N. C., section, first curings are being made, and the work at the curing barns will be out of the way by the middle or end of August.

The Winston-Salem Tobacco Board of Trade, which was to have met on July 13, postponed its annual meeting until after the crop survey has been made.

The Georgia crop shows quality and has been better grown, better handled and better cured than last season's crop. With about two-thirds the acreage, nearly as many pounds will probably be the result.

At the annual meeting of the Eastern North Carolina Warehouse Association, at Wilson, N. C., it was decided not to sell any scrap tobacco on their floors during the coming season. The date of opening of the warehouses has also been changed from August 17 to September 1. The sale of scrap had a tendency to lower the prices of better grades.

The Rocky Mountain, N. C., Tobacco Board of Trade at the annual meeting on July 10, elected the following officers: President, F. P. Davis; vice-president, G. B. Daniel; secretary, E. G. Johnson. The market will open on September 1st.

The July crop report of the West Virginia representatives of the Commissioner of Agriculture, estimates a reduction of acreage from that of last year of about eight per cent. The acreage is placed at 13,800 acres, with a condition on July 1 of 90 per cent.

The state crop report for Kentucky issued July 15, by the United States Bureau of Crop Estimates, appraises the tobacco crop at about 437,580,000 pounds. The 1919 tobacco crop in Kentucky was 456,500,000 pounds. The 1920 estimate is subject to change as the season progresses, according as the weather is favorable or unfavorable, or other conditions occur.

The tobacco acreage was increased considerably this year in the Central Kentucky burley district, but greatly reduced in the Eastern Kentucky dark tobacco districts.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919, dark red—Trash, from $5 and $7 to $8 and $10. Lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22. Leaf, common short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine, $40 and $45.

Bright red: Trash, $8, $10 and $12. Lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25. Leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colony: Trash, from $10 and $12 to $15. Lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

New dark crop: Trash, $6 to $8. Lugs, common, $7.50 to $8; medium, $8 and $9.50; good, $9.50 and $10.50. Leaf, common short, $8 and $9.50; common, $9.50 and $12; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

Hopkinsville reports sales for the week of July 17 of 884,470 pounds at an average of $10.86. Sales for the season, 35,940,190 pounds, at an average of $16.72.

In Wisconsin, the assorting season of 1919 tobacco is at last about over. The leaf that has been through the sweat, shows up well. There have been no reported movements lately in the remnant of 1918 and the unsold portion of 1919. Crop conditions continue good, with rapid growth of the plants. The northern district reports a ten per cent. increase in acreage, and the building of quite a number of tobacco sheds.

Crop prospects in the Connecticut Valley have greatly improved since the early part of July and the tobacco is growing rapidly and doing well, and there is enough moisture in the ground to last for a long while. In the low land the crops will be small, as in many sections it has been drowned out and ruined, but on the lighter soils and in well-drained fields it is strong and healthy. Whether it will be an average crop or a short crop, present prospects are, in the main, indicative of a good crop.

The crop requires an unusual amount of cultivation on account of the heavy rains packing the soil, and the high cost of labor will cut into the profit of the growers.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Cigar Harmony Ogives Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MISS POLLY TICKS:—41,785. For cigars. March 15, 1920. The Felsenfeld Cigar Co., Baltimore, Md.

ELK:—41,786. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

BIG CHIEF:—41,787. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

LEO:—41,788. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

DOT:—41,789. For leaf tobacco only June 25, 1920. Universal Leaf Tobacco Co., New York City.

IVY:—41,790. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

OWL:—41,791. For leaf tobacco only. June 25, 1920 Universal Leaf Tobacco Co., New York City.

BOM:—41,792. For leaf tobacco only. July 9, 1920. Universal Leaf Tobacco Co., New York City.

HUB:—41,793. For leaf tobacco only. July 9, 1920. Universal Leaf Tobacco Co., New York City.

FLOR DE AGNES:—41,795. For all tobacco products. May 7, 1920. American Lithographic Co., New York City.

GEN. WM. C. GORGAS:—41,797. For all tobacco products. July 8, 1920. American Lithographic Co., New York City.

THE BLUE & WHITE:—41,798. For cigars. July 9, 1920. Sidney J. Freeman & Sons, New York City. (Claims to have been used since 1912.)

MAN O'WAR:—41,799. For cigars and cigarettes. June 14, 1920. American Box Supply Co., Detroit, Mich.

CUBAN PROVISION:—41,801. For all tobacco products. July 14, 1920. Steffens, Jones & Co., New York City.

TRANSFERS

EVOLUTION:—19,440 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 13, 1910, by American Lithographic Co., New York City. Transferred to Berriman Bros., Chicago, Ill., April 2, 1914. Re-transferred to J. T. Swann, Tampa, Fla., June 15, 1920.

AGGIE:—5,579 (Trade-Mark Record).—For cigars. Registered January 17, 1889, by George Schlegel, New York City. Transferred to American Lithographic Co., New York City, July 7, 1920.

LA DEFENSA:—5,868 (Tobacco Leaf). For cigars. Registered July 29, 1891, by Gonzalez, Mora & Co., Chicago, Ill. Transferred by Berriman Bros., Chicago, Ill., successors to Gonzalez, Mora & Co., to James T. Swann, Tampa, Fla., June 15, 1920.

DOCUMENT:—28,257 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 2, 1913, by Kaufman, Pasbach & Voice, New York City. Transferred by Pasbach-Voice Litho. Co., successors to Kaufman, Pasbach & Voice, to Martin E. Weber, Cleveland, Ohio, November 21, 1918. Re-transferred to Max S. Miller, Cleveland Ohio, July 3, 1920.

EL VARITA:—15,508 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 22, 1908, by Central Litho. Co., Cleveland, Ohio. By various transfers was acquired by A. Greenbaum, Cleveland, Ohio. Re-transferred to Max S. Miller, Cleveland, Ohio, June 28, 1920.

ERNEST BERGER MARRIED

Ernest Berger, president of the Tampa Cuba Cigar Company, and of Balbin Brothers, Tampa cigar manufacturers, was married on July 7, to Miss Charlotte Woods, of Tampa, at the Marble Collegiate Church of New York City. After a short wedding trip, they will make their home in Tampa. We wish Mr. and Mrs. Berger good future and much happiness.

H. L. Simmons, recently with N. W. Ayer & Son, and who was at one time owner and publisher of "Farm News," Springfield, O., is now with Snodgrass & Gayness, Inc., New York.

The National Association of Employing Lithographers at their recent convention at French Lick Springs, Ind., elected the following officers: Earl H. Macoy, president; William S. Forbes, vice-president; and Thomas H. Blodgett, treasurer.

The American consul at Burma says that tobacco occupies the anomalous position of being both an important export and an important import. The better quality of Burma tobacco is exported to Europe, while manufactured tobacco, cigars and cigarettes are imported from foreign countries, and raw tobacco is imported from India for the manufacture of Burma cigarettes and cheroots. Excepting cigarettes, most of the tobacco imported into Burma comes from India.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

THE MOEHLE LITHOGRAPHIC CO
HIGH GRADE
CIGAR LABELS
AND
BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER
EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 16

The TOBACCO WORLD

AUGUST 15, 1920

OFTEN manufacturers fail to take into consideration the fact that general conditions affect all industries alike, and that each business has to meet abnormal situations today.

Fine coated paper used in high grade lithographic work is obtainable only at prices nearly twice those prevailing early during the war and three times pre-war prices.

Some mills specializing in this type of paper are sold out a year in advance. When such paper is obtainable transportation conditions make its arrival a matter of great uncertainty.

To guard against possible stoppage in the delivery of orders three times substantial increases in wages have been made.

Skilled workmen are scarce, working-hours shorter, and production sub-normal.

It should be obvious therefore, to the far-seeing purchaser, that orders should be placed well in advance—at least five or six months.

Compania Litografica de la Habana

Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York

United States and Canadian Representative

The Wolverine Bunch Breaker

Saves 35% of Your Binders and Largely Reduces Labor Costs

We will send one of our

Wolverine Bunch Breakers

By prepaid express on thirty days free trial.

Write for one today.

The Price Is Twenty-Five Dollars

West Michigan Machine & Tool Co.

FREE TRIAL Please send by prepaid express one of your bunch breakers on 30 DAYS FREE TRIAL

Sign name and address, tear off and mail TODAY

"Wherever Gentlemen Are"

Sold Everywhere
Good Anywhere

EL ROI-TAN

PERFECT CIGARS

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined in

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
—CIGAR—

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

TMA

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio ..... Vice President
CAPT. GEO. W. HILL, New York ..... Vice President
GEORGE H. HUMMEL, New York ..... Vice President
JULIUS LICHTENSTEIN, New York ..... Vice President
H. H. SHELTON, Winston-Salem, N. C. ..... Vice President
WM. T. REED, Richmond, Va. ..... Vice President
WM. BEST, Jr., New York ..... Treasurer
ASA LEMLEIN, New York ..... Secretary
CHARLES DUSHKIND, New York ..... Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky. ..... Vice President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice President
ALBERT FREEMAN ..... 2nd Vice President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 300 W. 110th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice President
A. L. ULMUCK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGAR FACTORY—$2000 to $3000 will purchase substantial interest in small cigar factory in Philadelphia suburb. Established 30 years. Now making 300,000 cigars; tables and equipment for one and one-quarter million. Six copyright brands, 8c. to 12c. Shop is under experienced management, but business needs a sales or business manager. Salary commensurate with ability. Present owner has other interests requiring his entire time. Address Client, 403 Drexel Building, Philadelphia, Pa.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

1000 cigar manufacturers' bill-heads or statements, engraved printing, $3 cash, post-paid. Specialties. Solliday's, Knox, Indiana.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 August 15, 1920 No. 16

TOBACCO WORLD CORPORATION
Publishers
Hubart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Plenty of Cigar Box Lumber

THE Geo. D. Emery Co. can make immediate deliveries in unplaned cedar, and prompt deliveries in dressed cedar.

Emery CEDAR, carefully graded and manufactured, saves waste in cutting and increases production. The cigar box workers like it in the shop, and the all-cedar box is the best in the trade.

Emery CEDAR helps all around in the present strenuous times. Inquiries or orders, large or small, receive the same courteous attention.

The Geo. D. Emery Co. are importers of the finest Spanish Cedar Logs.

Manufacturers of Solid Cedar Lumber and Thin Cedar Veneer.

GEO. D. EMERY COMPANY

220 Eleventh Avenue **New York City**

TRADE
C.P.F.
MARK
ESTABLISHED 1851
THE ITALIA pipe will put pep into your pipe sales which will make you wish you had featured it long ago. We make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.
KAUFMANN BROS. & BONDY
The Oldest Pipe House in America
33 E. 17th Street New York, N. Y.
ITALIA
SEASONED ITALIAN BRIAR ROOT
STERLING SILVER BANDS + SOLID VULCANITE MOUTHPIECES

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

WILLIAM BLACK & COMPANY
311 East 94th Street, New York City

Manufacturers of AROMATORS *in all sizes & finishes*
The Only Way to Preserve the Freshness and Quality of Cigars
WRITE FOR QUOTATIONS

Volume 40

THE TOBACCO WORLD

Established 1881

Number 16

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 15, 1920 Foreign $3.50

EDITORIAL COMMENT

WE are about to view another case of the cat chasing its tail. It is estimated that the new increase in freight rates effective August 25th will approximate $12 per head for every man, woman and child in this country.

It is not necessary to point out that the increase is going to affect the price of practically every commodity.

The passenger rate increases, effective August 20th, provide in addition to a 20 per cent. raise, a 50 per cent. Pullman surcharge. This is going to hit such businesses as the cigar and tobacco trade a heavy blow. Not only does freight transportation enter vitally into the distributing of tobacco products, but the great corps of travelling salesmen of various companies will either be materially cut or the increases will certainly affect the selling cost.

There must be a level which prices are bound to reach sooner or later, but in the meantime the buying public is getting a run for its money, the like of which has never been equalled in this generation.

There is, however, no question but what the railroads need the money. Various shipping companies have been resoluting and urging freight rate increases as a means of relieving the congestion of freight traffic.

There is in reality no change in the sources sought for the revenue. While the Government guarantee provisions are effective the deficit is collected from the public by taxes. The increase in rates permits the railroads to get it direct. The public pays as it always does.

It would not be a bad idea, however, for the Government to lift the 8 per cent. war tax on railroad and Pullman transportation. This would be some relief. As it now stands the railroads will not only get theirs, but the Government will get more than it did before.

Since some master accountant in the neighborhood of Washington, D. C., has been able to get up a statement showing that the Government has an apparent surplus of upwards of $2,000,000,000, it is hard to see, if this is real, why they should continue the 8 per cent. tax on railroad transportation.

Some protests on the part of the Tobacco Salesmen's Association, the National Cigar Leaf Tobacco Association, the Tobacco Merchants' Association, and others, might help somewhat. There is no harm in trying.

THE situation in Tampa shows improvement, and there is every indication that the cigarmakers are wavering and will soon be back to work as fast as they can be taken on.

The Americanization of the packing rooms requires time, but there is no question but what this will be accomplished to the great benefit of every cigar manufacturer in Tampa, and to the trade in general.

Year in and year out strikes have curtailed Tampa cigar production, and as a result sales as well. Heretofore the Latin element has been in almost absolute control, and the manufacturers have been at their mercy.

Conditions have grown steadily worse, and when the last strike came it was obvious that the industry in Tampa had entered a life or death struggle. They determined to make a fight for their property, and now after more than three months there is a turn in the tide. The cigar manufacturers of Tampa should hold fast to their plans which lead to ultimate success. The assistance that they need will be forthcoming. But the culmination of large enterprises require time.

And the trade in general can depend upon it that when the Tampa factories return to normal operation the probabilities are that there will be no interruption in production for many months to come.

***

A NEWS item calls attention to a recent report of the American Tobacco Company, which shows that in the period from 1912 to 1919 the sales of that company have increased approximately 114 per cent.

The casual reader will pass this over with the remark that it is but a natural increase in view of their steady advertising campaigns. But advertising is not everything, as many a manufacturer has found.

Back of the advertising there must be products that live up to the claims made for them. And behind both must be the co-operation of the selling forces and far and beyond these there must be Dealer Good-Will!

One of New York's largest hotels has a sign hanging behind its desk where every clerk can see it, and it reads: "Courtesy, our biggest business-getter, costs us nothing."

And a visitor to 111 Fifth Avenue finds hung there upon the walls this business motto: "It is the desire and policy of the American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power."

Here are two great corporations, each dealing intimately with the public, and both emphasize as their greatest assets, Service and Courtesy, things which after all cost comparatively nothing.

Nor does this great tobacco corporation stop at hanging a motto on the wall. In the office force you see this motto practically applied in their dealings with each other, and in the treatment of the visitor with a legitimate errand every courtesy is extended and every effort made to see that he reaches the proper person, be it the president or a salesman.

Right in the home office the foundation for growing sales is laid, and on down the line through the various departments to the salesman who reaches the dealer the business motto of the company is practically applied.

These builders of good will have long since found that it is an asset not only of the present, but a builder for future business.

And so back of the great advertising campaign, and the great selling forces, the real secret of increased business can be traced directly to the business motto which hangs upon the company's walls.

After all it is the dealer and the customer who create increased business. And at least one great corporations frank enough to tell the public that it is courtesy that is their biggest business-getter.

There is no monopoly on the use or practice of courtesy.

TOBACCO GROWING IN THE DUTCH EAST INDIES

By R. W. Kaak

THE following article is reprinted by permission from "Sluyter's Monthly, East Indian Magazine," published at Batavia, Java:

"'Will America buy?'

"This is the dominant note voiced in recent market reports on the tobacco trade by the anxious commercial communities in this colony and the home country, Holland, where huge quantities of tobacco are fast accumulating. The unsettled state of affairs in Europe as a consequence of the war naturally impedes the rapid revival of trade connections, and thus the former regular customers of the Dutch market are not able to come forward for the purchase of the large stocks of this commodity which they were expected to take up readily. It is, therefore, not surprising that the eyes and thoughts of the dealers who have invested considerable capital in this product should be directed to the United States of America. Our American friends are of course since years well acquainted with the produce of this colony and not the least with the superior qualities of Sumatra and Java tobacco. The former is known all the world over for its exquisite quality as a cigar wrapper, and of the Java species the 'Vorstenlanden' variety has for years grown in favor with cigar manufacturers when aroma is looked for, besides the other qualities for a similar use. It was, therefore, not unexpected that during the war, when owing to the stagnation of shipping facilities these two kinds of tobacco were not obtainable on the world's markets, some enterprising firms came to this colony in search for the best lines of the well-known brands, and there is every reason to assume that a direct business between the States and this colony may develop from these initial transactions, which so far were only confined to comparatively small lots. Once a regular direct business is established, it may soon also comprise all the other grades, which, although they may not be of so much interest for the home industry in the States, will certainly find a ready sale in various parts of the world through American channels. The farseeing American business men may seize a profitable chance of engaging their capital to a larger extent in a product which is second in importance in this colony.

"As for the Java tobacco, by far the finest quality is raised in the centre of the Island, namely in the principalities of Soerakarta and Djocjakarta, called the 'Vorstenlanden.' A very good quality is also produced in the district of Besoeki, situated in the eastern end of the Island. The 'Vorstenlanden,' however, claim our first attention: in this district cultivation is carried on by a number of large estates, under entirely European management. The whole process of sowing, planting, harvesting, curing, etc., receives so to say at every moment the most careful individual attention which is essential for producing the very best results. The annual operations for the crop begin with the opening up of the ground in the month of April, but not until August the actual activity of planting is started by sowing the tobacco in specially prepared seed-beds.

"When the plants reach the flowering stage and seedbuds are forming, the best specimens are selected and the flowertops are protected by gauze hoods supported on bamboo poles for the collection of seeds.

"The time of ripening is speedily approaching, and the harvesting is now started with the bottom leaves. As they show a ripe appearance, the leaves are daily and regularly picked by the natives, until the top is reached. From the fields these picked leaves are transported in bamboo baskets to the drying sheds, constructed of bamboo and fitted with simple devices for an easy control of ventilation, these sheds are within convenient distance from the fields. Here the leaves are strung on bamboo poles and hung up with a view to cure. After they have developed a rich brown color, and this process may thus be considered accomplished, they are once more conveyed in larger baskets to the fermenting barn, where on arrival the leaves are tied into small bundles and stacked on the floor. They are now subjected to the fermenting process which is at once noticeable by the heating up of the piles, and as soon as a certain degree is attained, they are opened up and rebuilt. This procedure is carried on until no perceptible change of temperature is recorded anymore. From the piles the bundles are handed out to specially trained natives, who sort them according to quality, color, and length; finally they are packed at the other end of the barn in pressed bales of 80 kg.

"From the above description the reader will see that the tobacco leaf undergoes quite a lot of handling before it becomes a marketable product; and it can not be emphasized strongly enough that its superior quality in texture, fine color and fragrancy is due to the most careful methods of planting and general treatment, combined with an almost individual sensitiveness which the planter entertains for the tobacco in this colony."

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

THE Chief of the Subsistence Department of the Army is soon to place orders to fill out present stocks of cigars, cigarettes and tobaccos held by the various supply depots. Bids will be invited in the regular way, but no date has been set for the opening of the proposals, and, in fact, it has not yet been determined just what stocks will have to be bought.

Officers of the Subsistence Department have recently completed an inspection of tobacco stocks held at the various depots. This is done periodically to safeguard the Government against loss by spoilage and protect the men from getting merchandise that is not as good as it should be. At the time of the inspection, the officers in charge of the various depots are instructed to draw samples from their stocks. At the same time cognizance is taken of the size of the stocks of various brands in each of the lines, and if it is apparent that any of these are slow sellers at any particular place they are transferred to any depot where the sale is livelier.

Tobacco and its products are perhaps the only commodities held by the War Department not appearing among the surplus stocks. In nearly all other lines the Government has been such a heavy owner as to necessitate the disposal of some of the merchandise. For instance, more than a million pairs of shoes have been sold; thousands of pounds of canned meats have gone the same way, and even sugar has been turned loose—but no tobacco. These stocks move, and it is said that at the present time only a normal supply is in hand.

***

The 1920 tobacco crop in Greece will fall nearly 20 per cent. below the production of the 1918-1919 season, according to advices recently received by the Bureau of Foreign and Domestic Commerce. The quantity is estimated at between four and five thousand tons, as against six thousand tons last season.

The crop in Western Greece is declared to be only fair. The prices range from four to fourteen drachmas per kilo, a kilo being 2.204 pounds, and $1.00 American money is the equivalent of nine drachmas.

Last season's increased production was attributed to the increased American demand. The American demand this year is much weaker. There has also been a great decrease in orders from Egypt, the Netherlands, Switzerland, and especially Germany, which had been expected to buy largely.

The American demand centers on the aromatics, the choicest carrying a leaf not more than five or six inches long, bright yellow, light in weight and extremely fragrant. The other principal tobaccos grown in Western Greece are known to the trade as myrodata, tsebelia, palofylla and ntogues. During the first three months of 1919 the exports from Patras, Greece, to New York, totalled 710,600 pounds, while during the same period this year the exports were only 425,591 pounds.

Little information is at hand concerning the price of tobacco to growers before 1863. In the money of the time, the Jamestown tobacco sent to England in 1618-1620 had a price of 54⅜ cents a pound, but by 1639 the price had fallen to 6.08 cents, and by 1664 to 3.09 cents. A price of 1.52 cents is recorded for the Virginia and Maryland crop of 1730, of 4.2 cents for that of 1735, and from 2.3 to 4.56 cents thereafter for the colonial crops of various years to 1790. The producers' average selling price of the tobacco of 1847 has been estimated to have been 5 cents a pound; of 1849, 7 cents; and of 1853, 10 cents per pound. These facts are assembled in an article contained in the Yearbook of the United States Department of Agriculture, recently issued.

The annual estimate of the producers' average price of tobacco by the Bureau of Crop Estimates began in 1863 with 14.8 cents per pound in gold. In the decade 1865-1874 the average was 9.5 cents, and the low-water mark since the Civil War was reached in 1895-1904, when the average was 7 cents. In one year—1896—the price was as low as 6 cents. Thereafter the upward movement of prices brought tobacco to 10.1 cents per pound in 1905-1914, 14.7 cents in 1916, 24 cents in 1917, 28 cents in 1918, and 39 cents in 1919. The gain in price since 1896 may not have been entirely due to the diminishing purchasing power of the dollar. There was increased cost of production, and producers have been stronger financially and more able to hold for a higher price. Moreover, the post-war demand has been unprecedented.

***

The decision handed down early this month by the Interstate Commerce Commission in the case of the Liggett & Myers Tobacco Company, attacking the rates on cigarettes and smoking tobacco in carload quantities from San Francisco, Cal., to St. Louis, Mo., and New York, is interesting. The concern sought reparation on 18 carloads of cigarettes and three carloads of smoking tobacco to St. Louis, and three carloads of cigarettes to New York.

The company set forth that Government purchases to supply the A. E. F. during the war drew so heavily upon the output of its eastern plants, resort was had to its San Francisco plant to supply some of the civilian demand ordinarily met by the eastern plants. When it foresaw this unusual movement it made application on February 4, 1918, for the establishment of commodity rates eastbound no higher than the corresponding rates westbound. On March 9, 1918, the carriers advised the company these rates would be accorded, for they failed to put them into effect until February 20, 1919.

The cigarettes were subject to first-class rates, any quantity. The rate prior to June 25 from San Francisco to St. Louis was $3.30, and after that date it was $4.125, and to New York the rates were $3.70 and $4.625, respectively. On the other hand, the rates westbound

were San Francisco from St. Louis, prior to March 15, $2.00; March 15 to June 24, $2.10; on and after June 25, $2.625. From New York, the rates were $1.25, $1.35 and $1.69, respectively, during the various periods named, on carloads, 40,000 pounds minimum, carloads of 30,000 minimum taking rates of $2.00, $2.35 and $2.94, respectively. The smoking tobacco rate westbound was the same as for cigarettes, 30,000 pounds minimum. Eastbound the rate prior to June 25 was $2.38, and after that date $2.975, the rates quoted being between San Francisco and St. Louis. The rates named are per hundredweight.

The Commission made a study of the case, and in its finding pointed out that while the commodity rates of February 20, 1919, were established upon the company's representation that the eastbound movement would be large, only two cars moved under the new rates, and that the company admits that movements eastbound in future will be sporadic. Its factory is the only one of its kind on the Coast.

The Commission cited a similar case dealing with another commodity, where a class rate had been substituted by a lower commodity rate, and where shipments were sporadic. When the former rate was attacked and reparation asked, it found that the rate under the conditions attaching thereto, was reasonable. The Commission paralleled the cases and thereupon dismissed the complaint of the tobacco company, holding the original class rates under the circumstances to be just and reasonable.

OUTING OF THE UNITED CIGAR STORES EMPLOYES

NEARLY 2000, or to be exact, about 1600 employes of the United Cigar Stores Company think that their first annual outing was the best outing that ever went out, from the biggest city in America. On Saturday morning, July 24, they embarked on the steamer "Oneonta" for a four-hours' sail to Bear Mountain, enlivened by music from Eben's Seventh Regiment Band; and there was dancing going out and coming home wherever there was deck room.

There were more cigars and cigarettes than there was a demand for, which is not at all a usual thing on excursions.

Acting President Jesse R. Taylor made a brief address, which was enthusiastically received, in which he welcomed the guests and hoped that the result of the day would be the forming of many new friendships among the employes.

The men and young ladies at once started to make friendships at the rate of one hundred a minute, and by the time they reached the mountain some of them were very close friends.

After a series of athletic events to get up an appetite, dinner was served and it was half a spring chicken with "fixins," winding up with ice cream, bon-bons, cigars and cigarettes. The happy company arrived back in New York about 9.30 o'clock.

Credit is due Hugh S. Gambel, chairman of the arrangement committee, and also to R. L. Ramsdell, Charles R. Sherlock, John F. Whalen, Julius Schwartz and Wm. Bader, vice-presidents; F. L. Bechton, secretary; G. E. Wartley, treasurer, and Robert Blakely and A. M. Rosenthal, assistant vice-presidents.

Notes and Comment

Ford & Duke, of Carthage, Tenn., have sold the Upper Cumberland Loose Leaf Tobacco Company to the Farmers' Loose Leaf Company, and are erecting a large re-drying plant at Gallatin, Tenn. They will also do a general storage business.

The Elcho Cigar Company, of Boston, Mass., has been incorporated with a capital of $100,000.

The Farmers' Tobacco Warehouse Company, of Bowling Green, Ky., has increased its capital stock from $30,000 to $60,000.

The Clermont County Loose Leaf Tobacco Company, of Batavia, Ohio, has increased its capital from $10,000 to $30,000.

The Archbold Cigar Company, of Paterson, N. J., has been incorporated with a capital of $200,000, by W. W. Archbold, W. H. Geiger and L. B. Myer.

The Ganz-Blum Tobacco Company, 103 Maiden Lane, New York City, has been incorporated with a capital stock of $10,000, by J. Ganz, D. Blum and L. Karfiol.

The Locke Corporation, tobacconists, 30 Lexington Avenue, Passaic, N. J., have filed a certificate of incorporation with $50,000 capital.

The Parker-Gordon Distributing Company, a new wholesale cigar house, has been opened at 1725 Arapahoe Street, Denver, Col.

The F. D. Hann Company has been incorporated at Wellston, Ohio, to engage in the tobacco business, by M. D. Hann, H. S. Goddard and H. M. Stroth, with a capital stock of $200,000.

The New Continental Tobacco Company has been incorporated with a capital stock of $100,000, by G. V. Reilly, R. J. Gorman and H. C. Hand, 65 Cedar Street, New York City.

The Pondola Cigar Company, of Albany, N. Y., has been incorporated, with a capital stock of $10,000, by F. G. and M. J. Pond and J. G. Zimmerman.

Mr. William Best, Jr., was recently elected a vice-president of the Tobacco Merchants' Association of the United States.

A colored gentleman of Tennessee, named Joshua, was arrested for selling corn whiskey, and when he was brought up for trial the judge smilingly asked him, "What is your name?" "Joshua," he answered. "You don't happen to be the Joshua that made the sun stand still, are you?" asked the judge. "No, sah," replied the colored man, "I'se de Joshua dat made de 'moonshine.'"

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A. E. Pharo

All rights reserved

WHAT are you doing to gain prestige, business and cash in connection with the vacation season?

You sure should do something, even though you don't make a solitary sale by your efforts. Why not get up a large placard and place it in your show window. It could read something as follows:

Take a Vacation
And Take Your Smokes Along
We Have Something Special
Ask Us About 'Em

If you have no sign painter get a little old brush, some black stuff, which is easily made, and paint the sign yourself. Paint it large and bold and black and heavy, so it can be read a mile.

Then make it a subject of conversation to every one who comes in. Ask them about their vacations, where they went, what they did, how they enjoyed it, and how much good it did them.

Get 'em started talking and keep 'em going by an occasional question, showing by your whole manner that you are wonderfully interested. Don't talk back! Don't tell 'em about your vacation, or the vacation of any one else! Just confine it to theirs—how many fish they caught, what whoppers they were, what fun they had bathing, and such.

If you are diplomatic, and really interested, and show it with enthusiasm, you will mightily strengthen the friendship of your customers for you—and they'll show it in increased buying. Give it a try and see if I ain't right.

IF YOU are thinking of moving you should give a little study to the subject of "Traffic Density."

It's important.

It is said that Woolworth, the famous five-cent man, was the first to untilize this in connection with the opening of his numerous stores. Before that time it was the custom for a merchant to depend on his judgment as to the location of his store. But Woolworth was more scientific than this. He made a careful study of the quantity and quality of traffic passing a given place, and thus was able to plan locations which were almost certain to yield the necessary amount of business.

His Fifth Avenue store in New York is a tribute to his success in analyzing the quality of traffic. The quantity was there, but his associates claimed that it was too prosperous to enter and buy five- and ten-cent articles. Woolworth's deductions were correct, however, and this is one of his most successful stores.

Chain stores of all kinds make a specialty in the study of passing traffic, so they will reduce risks to a minimum when they open up stores in new sections and new towns.

The study possesses much interest, and even if you have no present intention of moving, it is one which can properly engage your careful attention, for important results may spring from it.

WE SURE are a busy people. Figures make dry reading; and yet every one should read them, because the information they impart gives a man knowledge, and knowledge helps him mightily in successfully playing the Great Game.

Take sugar, for instance. The statisticians tell us that the average Frenchman gets away with about thirty-four pounds a year. The American formerly consumed sixty-eight pounds, but since the damp stuff disappeared he now uses over ninety pounds annually.

When he ain't chewing candy it would seem as though he must be busily smoking. In the first half of last century the average American burned up about sixteen pounds of tobacco per year. After the Civil War he seems to have been so busy with other things that he dropped down to ten pounds per year. Life seems to have been peaceful and happy during the ten years preceding the great World War, and he signalized his contentment in the soothing smoke of thirty-two pounds of tobacco per year. Today he is getting away with forty pounds yearly.

Thus there are not only more customers for dealers than in the heretofore, but the average customer is using two or three times as much as the people of former days. In other words, a single customer is two or three times as valuable to a dealer as formerly.

This increased activity of the individual is not confined to candy and tobacco, but seems to apply to most of the necessities and luxuries of the age.

I ATTENDED a convention of harness dealers the other day, and was much interested in the business talk of one of the speakers. This man had experienced rough sledding, because the automobile had crowded out the horses in his locality and greatly curtailed his trade.

He had solved the business problem, however, by ceasing to be a specialty man, and by becoming more of a general distributor. He had carefully studied the wants of his people, and from time to time had taken on some article of merchandise—now some piece of hardware, now something for the house, then something for the garden, the farm and the automobile.

In course of time he had quite an assortment of merchandise, every item selected with the utmost care, and had branched out into what might be called a distributor of specialties. And he was doing very well, thank you.

Many and many a reader of this page is sitting tight in his little old cane-bottom chair, grouching because he don't feel that he is getting his share of the coin of the realm. And he is so busy grouching that he hasn't time to keep a sharp lookout for the Old Man Opportunity, who is fooling around his front door.

There are oodles and oodles of good-selling articles that he could "take on" to his great financial profit, if he would only think hard, study much, and thus find out what they are. Then he could handle them, grow, prosper, and be happy.

"THERE is a world of contentment," wrote Kipling, the great word wizard, "in watching the blue-grey smoke-rings of your good cigar or pipe. And it is the contentment it brings that accounts for the popularity of the smoking habit."

I copy the above from a beautifully written advertisement, and I make this the text of a little business sermon on the subject of psychology. This is a word which many people shy at. The shying is unnecessary, however, as it merely relates to the study of the mind.

You want to influence folks when you talk business, of course. There are two ways of doing this. One is by appealing to the reason, through facts and arguments, and the other is by appealing to the emotions and imaginations.

Most people delude themselves with the belief that they are governed by their reason, but to tell the plain unvarnished truth, they are greatly mistaken in this belief. The great majority of folks are influenced by their emotions, rather than by their reasoning faculties. Facts and arguments are disagreeable things; people as a rule dislike them, and the more you try to convince a man by arguments, the more you antagonize him.

But when you learn the gentle art of painting beautiful word-pictures that are a delight to the mind's eye, then you interest your listeners. You please them. You have them with you. They listen with pleasure to the soothing song of your silvery words, and they come to you to buy.

WALTERS CIGAR CO. STARTS IN REAMSTOWN

The Walters Cigar Company, a newcomer in the cigar manufacturing field, have recently begun manufacturing at their plant in Reamstown, Pa. They are occupying a new factory, which is spacious, airy and complete in every way.

Their leading brands will be "La Balca" and "El Cartelo."

The former brand is Sumatra wrapped with clear Havana filler, while the latter is also a Sumatra wrapped cigar. The former is a Class C cigar, while the latter will be their Class B leader.

Needless to say the packings are extremely attractive, and since it is their determination to manufacture only goods of genuine quality at value-giving prices, it is reasonable to believe that the Walters Cigar Company will at no late date become an important factor in the industry.

Notes and Comment

The Universal Leaf Packers, Ltd., has been incorporated at Montreal, Canada, with a capital of $500,000.

The Peoples Tobacco Warehouse Company, of Danville, Ky., has increased its capital stock from $15,000 to $125,000.

Robert L. Henry, a prominent factor in the leaf-tobacco and cigar trade, has become associated with the American Sumatra Tobacco Company.

The Lorraine Cigar Company has been incorporated at Detroit, Mich., with a capital stock of $50,000, to conduct a wholesale and retail cigar and confectionery business.

Seventeen cigar manufacturers in Milwaukee, Wis., have formed an organization to continue the fight for an open shop. The organization includes most all of the prominent firms.

Application has been made for a charter for the McElwee-Martin Tobacco Company, of Statesville, N. C., to manufacture cigarettes exclusively. The authorized capital stock will be $250,000.

The Planters' Loose Leaf Tobacco Warehouse Company, has elected the following officers: President, R. F. Long; vice-president, Geo. W. Allen; secretary-treasurer, Walter M. Albright.

At York and York County, Pa., on the farm of Frank Voight, tobacco plants are found with leaves fourteen inches in width, twenty-four inches in length, with as many as sixteen leaves to a stalk.

The Monroe Cigar Company has been incorporated at Grand Rapids, Mich., to continue and extend the cigar manufacturing business recently established by Peter Doonbos, with a capital stock of $10,000.

The merger of the Allied Tobacco League of America with the Tobacco Merchants' Association of the United States is progressing, and it is anticipated that the formal transfer of membership will be completed by September 1.

James A. Hutchison died in Russell County, Va., on July 28. Mr. Hutchison was one of the best known men in the Burley Tobacco District and was an expert in judging bright tobacco. He was for many years connected with the Patterson Tobacco Company, and for the past ten years, with the American Tobacco Company.

"The Burning Question," the house organ of the General Cigar Company, says that what is said to be the oldest tobacco shop in the United States, is Demuth's Shop, which was founded in Lancaster, Province of Pennsylvania, in 1770, then under the rule of King George III of England. The shop is now held by the fourth generation of the Demuth family.

DEER JIM. Do you belong to the I. T. A.'s? We've got a chapter of it in our store, the boss says. He got us all in the office the other nite after closing time and sed he wanted to hav a meeting of the I. T. A. Club. Gee we all wunderd what was summing and Persy sed he gest it was the International Tobacco Association, and Bob sed more likely it was the Independent Tiddlewinkers, and I gest it was a new kind of a sooiside club, the I Take Arsenics. But we was all rong as a seven doller bil.

It was the Is That Alls. You dont get that, do you Jimmie? Pretty eezy too when you see it. The boss sed heed bin watching us all selling things, and all we did when a customer askt for sumthing and got it was to taik his munny and say "is that all?"

"Now," he says, "when you buy sumthing in a store and they say is that all, what do you say? You say yes, dont you?" And noboddy denide it, and so did I, and the boss went on.

He sed "That aint sailsmunship. It aint enneigh kind of a ship a tall. Its just an old hooker, all out of dait and a ded one. You cant spede up the sails on that kind of a wind. It aint even hot air. Is that all is the langwidge of a has bin. Its your grandfathers ideeah of how to finnish off a customer and send him home. It sends em away all rite, only they dont always go home. They may go to a live store, where they dont think theyve got all a man's munny when heez bought a pack of cammels.

"I kno you boys can sell more goods to the saim number of customers weer having and I wood like to see what you can do and the way to begin is insted of saying is that all to say thank you, how about sum extra smokes for over sundie, or weev just got in a new line of portoreecoes or did you ever try a splendiferino?"

Wel Jimmie we all agrede the boss was rite, all but Persy and he never agrede with enneighboddy about enneighthing yet. He sed, "Whats he think Ime going to do for what wages he pays me?" and I sed that mebby if he woodent be so afrade of erning moren he was pade he mite get pade more, but you coodent ever got Persy to see that heed got to ern morn munny before heed get it. He figgers it that the boss has got to raize him before heel try to ern it.

Well sir you woodent buleve it, but the very next day we all got bizzy asking fokes about other things after theyd bought sumthing and we all kept track and everyboddy (except Persy I meen) sold a good deel extra. I sold a man a bryer pipe when he just cum to buy a bag of bullie durhem.

And the best part of it the boss says heze going to pay eech feller a persentij on what he sells moren so much, so we can all get bigger pay except Persy and noboddy wood care if he starvd. I dont see how Dazie gets in on this, but I gess she can smile a few extra iern men out of the boss if she trys hard. Sheze sum smiler.

Bob says Ide bought to be a pretty good sailsmun beeaws Ime always getting customers to vissiting with me and when youre selling cigars and cigarets if you get a fellow to stop and vissit a littel, its eezy to get to talking about things you hav to sell. Unless a customer is in a hurry I most always ask him a question or 2 and that gets him interested. I say well, hows everything over in the Umpsted bilding today, if heze from over there, and he says O its all rite, and then I say whoos that new guy over there in the Jinks offices, and then you see Ive got a conversation started. Of coarse the guy may not be from the Umpsted and then I haf to ask sumthing else, or mebby there aint enneigh new feller in Jinkses or enneigh other place. But what I meen is that I ask him sum kind of a question thats all rite for him. Just enneighthing to start conversation and be frendly. Now Persy he hands out a fellers cigars and then mebby turns his back on the feller and goze to fussin with things on the shelf. Of coarse the customer goze out. Why not?

I diddent meen to have you think I vissit with fellers and get them loafing around the store. Gee, the boss is hellferlether on havving a lot of loafers around. He dont like em beeaws he says they dont spend moren a dime and expect to get hotel ackomodashuns for 24 hours. But he dont want fokes hurried out after they buy sumthing beeaws mebby theyll buy sumthing more. Well that soots me all rite. Ime that way. I aint going to hurry enneighboddy when Ime waiting ne em. Of coarse you kno I aint a regguler sailsmun yet, but all the time Ime waiting on more customers. Buleve me I aint going to be a delivvery boy all my life. A feller dont half to be eether if heze a good hussler. Ive red about that in the aljer books.

I most forgot to menshon anuther thing the boss was telling us at that meeting of the I. T. A's. He sed "Ive seen you boys taik a maus chainge out of the cash rejjister and thro it down on the counter or on a mat and leev him to pick it up, now why not hand that feller

(Continued on Page 16)

Starting The Retailer Right

By RALPH H. BUTZ

STARTING in business today, a man will find ready counsel from those whose customer he becomes. The manufacturer and wholesalers have found it almost as profitable to study retail problems as to be well posted on all details of their own business. The theory is that, no matter how successful the manufacturer may be in the production and distribution of the merchandise he has to sell, he will be up against losses if his customers are not using the proper methods.

Just as credit men find a measure of protection for themselves in saving a merchant from financial trouble, so the modern wholesaler strives to caution the beginner regarding the pitfalls and difficulties of the trade in which he is to engage. For this reason the man who starts in for himself nowadays will get some valuable hints for the asking from the responsible and up-to-date dealer.

The retail trade is passing through an exceptionally trying period. Old methods have had to be revised, and new and improved systems installed to meet new conditions. Prices, costs, and rents have advanced, and in many cases profits have become smaller. The merchant who could afford in the past to wait for business to come in to him, now has to go out aggressively and take it.

The time when a man could go around the market ordering merchandise far in excess of the money he had to spend for it has passed. Under the old regime it was not at all impossible for a beginner to order, and actually have delivered to him $5000 to $10,000 worth of stock, for which he did not have to put up a penny, as long as he looked like a person who could be trusted. And he would have more than the usual time in which to meet his first bills. The fixtures, too, might be bought on payment of a small part of their total cost, and the credit man would not look too closely into this detail.

This practice has almost entirely passed. The wholesaler has a right to demand that his customer shall at least start off free and clear of obligation, and under no such handicap of unpaid bills from the beginning. So the wisest course for the novice in the merchandising field to follow is to pay for all the merchandise he buys to stock his store, and to pay in full for the fixtures with which he is to furnish a store.

A merchandising fallacy that was uprooted and discarded some time ago held that a store overflowing with merchandise was a store full of profit. It did not seem to trouble the merchants who suffered under such a delusion that the profit is not realized until the sale is made and the money received for the goods.

The modern idea is quite different. It is turnover that brings profit, and the merchant who can get along with the smallest stock fitted to his needs is the man who is making money. This fact has been driven home by the evolution in trade. Formerly the merchant could wait for the customer to come into his store and get what would now be considered an inordinate profit. There was not much loss under that system in carrying a large stock. The larger profit took care of the slow movement of merchandise. But turnovers are now the most important factor, because the rule has come for a small profit on a large volume of business.

With the highly increased efficiency of modern selling, the average merchant is at a disadvantage when the trained salesman enters into a contest with him. With the need to keep his stock as low as possible, the temptations, the inducements, and the arguments why he should be constantly buying are many. This is especially true under the abnormal conditions through which trade in general is now passing. The salesmen have all sorts of arguments to fling at the merchant. Almost every other word is scarcity or higher prices. For this reason the merchant must be on his guard against the wiles of the seller.

One of the hardest lessons the merchant has to learn is to refuse to buy. Once his decision is made and he knows he has no immediate use for the merchandise offered him, he should stick by that decision. The salesman wants his commissions and, after all, it is not going to worry the salesman if the merchant has been unwise enough to purchase things he didn't need.

It may be considered good merchandising in some quarters to buy in expectation of scarcity or price increases, but the safest and most profitable rule is to buy only what is actually needed. Anything else is speculation. If the merchant has a certain amount of money laid aside, apart from his business, then he has a perfect right to gamble, but otherwise he should not speculate.

All these merchandising excesses, as well as the mistakes that often happen through mistaken judgment, would largely disappear if all retailers were to stick up a big "WHY?" in their places of business, and try to find the answer. There is only one way to find the answer, and that is to have the facts and figures at hand to work it out.

Every merchant who expects to get anywhere should keep a daily, weekly, or at least a monthly tabulated account of his business. He should know the amount of his sales every day, and keep these figures where he can refer to them at any time. He should also keep detailed accounts of his various expense items, so that he may know when his expenses are too high, and why. If he does not keep proper accounting records he will not know where his troubles are, nor the remedy.

SIG MAYER & CO. BURNED OUT AGAIN

On July 30 Sig C. Mayer & Company suffered a serious loss by fire. Their temporary headquarters were completely destroyed, with a loss estimated by Mr. Mayer at upwards of $100,000. About four months ago their factory at 308 Cherry Street was completely gutted.

Their new factory is approaching completion and they expect to be able to start work in it in about two weeks.

To Cigar Manufacturers and Cigar Boxmakers

The undersigned are prepared to close out at extremely low prices its entire stock of high grade subjects of cigar labels.

The lot contains hundreds of designs and titles registered and copyrighted, and will be sold with exclusive control to purchasers throughout the United States. Many of these designs were acquired by purchase from the very largest cigar manufacturers in the country, who have disposed of the majority of their brands to us exclusively in view of their concentrated efforts on individual well-known and advertised brands.

A great many of these editions of labels comprise full sets, such as Ins, Outs, Flaps, Tags and Bands, and range in quantities from 2,000 up to 100,000 sets.

Please remember, either the registration certificate or copyright goes with every outfit.

In view of the very high cost of new labels and the very long time it requires to finish same, this opportunity should not be overlooked, as even though there is no present need on your part for new designs, it is a most desirable asset to have a few editions as a reserve for future emergencies.

As we have the engravings on hand of practically all of the designs we are offering, we will be able to make very low prices on such editions as may duplicate in the regular quantities.

WRITE, TELEGRAPH OR CALL. THOSE VISITING US IN PERSON WILL NATURALLY HAVE ADVANTAGE IN SELECTION

PASBACH-VOICE LITHO. CO., Inc.

COR. GRAND ST. AND MORGAN AVENUE

BROOKLYN, N. Y.

LETTERS FROM THE STORE KID

(Continued from Page 13)

his chainge into his hands? When youre going to hand a man sumthing he thinks, he holds his hand out for it and then how is he going to fele when insted of giving it to him you lay it down on a cash mat? Ime going to taik up all thoze cash mats if thats the way it works. Put every enstomers chainge into his fist if heel taik it, and if not, then you put it on the mat."

Well, say Jimmie, I kno about that becaws at home when I say to pa to pass the salt he sets the salt sellar down over my way and there Ime holding out my hand ta taik it and I dont get it and I alwys feel kind of sore. Of coarse I dont say enneighthing to pa becaws you kno pa and if I sed enneighthing Ide be sorer yet, only in a different place. But the boss dont half to prove it o me that when a mans wating to have enneighthing handed to him he wants it handed, not lade down.

Persy says whats the diffrunce if a man picks up a quarter off the showcase or if you hand it to him? He sayd next the boss 'll want eech clerk to maik a curtsy when he hands out a plug of chewing. Gee if the boss new all the things that Persy says hede ti the tinware to him before the whissel blows tonite. I dont wish him enneigh bad luck, but I hope he choaks.

Hoping you are the saim, Ime your frend,

BILL.

Conditions Improve in Tampa

(By Telegraph.)

Tampa, Fla., August 10, 1920.

Cigarmakers are drifting back to work. Indications are that the Torcedores Society, the organization of non-union cigarmakers which voted to stand with the unions when the factories re-opened, has broken away. More than 100 of their members reported for work today, and it is said that close to 1500 more will follow suit.

The Bar Association of Tampa has just adopted Open Shop resolutions following the move made by all the business associations of the city.

The situation is showing constant improvement, and there is no question but what the cigar manufacturers will win out. The matter of time only is involved.

E. Popper & Company have recently increased their capital stock from $100,000 to $250,000.

The Schulte Retail Stores Corporation declared a dividend of 50 per cent. payable August 24th on all common stock of record on August 9th.

Selak & Hoffman, of Wilmington, Delaware, are about to occupy their new factory, in which their offices will be located. The new location is Fifth and Orange Streets.

The house of H. Duys & Co., represented at the Holland inscriptions by John H. Duys, has purchased upwards of 11,000 bales of Sumatra of the 1918 and 1919 crop, suitable for the American market.

LAST HALF *of ninth*—

and I'm the batter up. Ouch! Two out—three balls and two strikes! Pitcher knows I'm weak and takes a chance on one right over the plate. *Bing!* Going—going—going! Fielder running—*he trips!* Catcher wrings his mit and sees the three of us come running home.

Well, that's how it feels when you take up with Owl Cigar. *You've won the game!* You've joined the pennant winners—and you'll never lose again—for that $3,000,000 leaf reserve keeps Owl always the same. *Try Owl*—that's my advice.

General Cigar Co., INC.
DEPENDABLE CIGARS
119 West 40th Street, New York City

8c

The OWL Brand
With the Brown Band

TOBACCO PAID FOR FREEDOM

TOUCHING Cuba, on its northern coast, on November 20, 1492, Christopher Columbus sent two men ashore on an errand of investigation. They met, as Columbus wrote in his diary, "a great many people going to their villages, men and women with brands in their hands, made of herbs for taking their customary smoke."

The "brands" were cigars. Thus tobacco, having been discovered, along with America, was given a place in written history. Since then the tobacco plant has been carried into all of the large and small corners of the earth.

The tobacco harvested in this country last year weighed more than a billion pounds. Its farm value was $169,000,000. The "ultimate consumers," probably, paid five times that amount for the crop, their nickels and dimes going over numberless counters in cities and villages and at country crossroads.

Much of the tobacco, however, was sold abroad—to Englishmen, Frenchmen, Italians and the Dutch. The United States has exported tobacco for more than three centuries. Its heroic story could not be written, with tobacco left out. Indeed, freedom and tobacco, in 1776, marched arm and arm, under the same banner and to the music of the same fife and drum.

"A true history of tobacco would be the history of American liberty," wrote Moncure D. Conway, the preacher and author, in one of his books. Tobacco made Virginia rich. Codfish brought wealth to Massachusetts. These two colonies, with money in their pockets, defiant and independent, carried the torch and lit and broke the way for all the rest.

"A king," exclaimed Patrick Henry, so early as December, 1763, "by disallowing acts of a salutary nature, from being the father of his people, degenerates into a tyrant and forfeits all right to his subjects' obedience."

This great sentence has been called "the keynote of the American Revolution." At any rate, it made Patrick Henry famous and gave him rank among the foremost orators in America. And tobacco gave it form and utterance.

In those days Virginians paid for all things with tobacco. Labor was computed in tobacco. It settled the king's taxes. Shipped to England, it was exchanged for silver plate and farm implements, for seeds and wines, for books and crockery, for velvets and nankeens.

Preachers were paid with tobacco—16,000 pounds annually. The crop was short in 1763. From two cents the price advanced sharply. The salary of a preacher, a Church of England man, went up theoretically from $320 a year, to twice that sum, possibly.

The colonial legislature, however, forgetting their piety as men of business, voted to settle with all ministers in money on the basis of two cents a pound for tobacco. It was a piece of sharp practice and deprived preaching of its speculatory and intoxicating elements.

One of the clergymen brought suit to recover. He demanded 16,000 pounds of tobacco, instead of $320 in money. Patrick Henry was his lawyer. "The parson's cause," as the case was termed, would have been tried and, perhaps, forgotten but for Henry's rebel-like oratory. From that time on to the signing of the Declaration of Independence, George III, King of Great Britain and Ireland, was openly called a tyrant.

Camel Cigarettes

Concentrate your Camel sales. Get customers buying Camels by the carton. That's the way to score profits in bunches and make turn-overs *fast!*

Camels supreme quality has never varied! That's why the majority of smokers prefer Camels to any cigarette at any price.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Exports and Imports of Tobacco

Exports of Tobacco	June, 1919		June, 1920		Twelve Months Ending June 30 1919		1920	
	Pounds	Value	Pounds	Value	Pounds	Value	Pounds	Value
Unmanufactured Leaf	98,550,102	$28,935,298	28,041,064	$16,040,478	625,072,853	$198,894,417	632,773,620	$271,940,888
Exported to:								
Belgium	6,050,746	1,409,518	2,296,190	651,316	13,615,413	2,364,158	49,635,068	12,164,593
Denmark	3,815,846	985,962	22,390	5,647	9,369,448	2,267,739	14,701,715	4,283,549
France	19,832,489	3,035,029	384,320	123,808	97,088,976	15,309,905	52,328,375	14,952,077
Italy	4,592,729	1,008,992	25,045	18,497	61,082,204	10,133,209	34,824,867	8,996,302
Netherlands	6,770,607	1,439,974	978,995	268,299	14,101,512	2,842,746	62,854,196	16,390,244
Norway	2,213,640	756,371	45,293	17,736	9,428,000	2,506,096	7,449,798	2,612,325
Portugal	1,893,258	491,315	.....	.....	4,374,050	1,004,942	3,706,743	923,520
Spain	4,227,500	747,940	194	160	25,510,069	4,087,889	12,552,573	2,154,574
Sweden	3,477,382	819,843	583,856	261,644	5,827,280	1,365,744	14,638,006	5,863,930
Switzerland	3,352,768	888,476	143,577	50,625	8,610,878	2,053,659	8,010,014	2,082,122
United Kingdom	29,449,018	11,898,219	10,428,579	7,073,166	276,853,745	100,664,511	250,207,064	146,472,273
Canada	3,310,892	1,407,407	745,961	468,145	23,282,916	9,459,019	20,234,154	10,989,838
Mexico	152,792	34,578	270,963	56,970	1,642,715	316,649	1,809,795	442,098
Argentina	1,956,415	598,167	506,155	185,695	5,724,633	1,317,891	3,170,192	1,047,747
China	1,510,263	644,911	3,090,719	2,300,027	14,699,427	6,226,901	20,030,471	11,599,757
Hongkong	1,540,814	580,475	875,512	463,833	4,857,811	2,149,493	2,424,634	938,406
Japan	383,259	277,555	829,333	558,586	4,932,996	2,579,148	6,105,225	3,730,259
Australia	2,282,722	1,282,855	2,580,595	1,997,782	17,793,685	8,583,010	14,186,767	10,235,871
British West Africa	441,650	156,822	1,617,530	606,425	10,422,711	2,950,742	16,206,869	5,704,170
French Africa	175,507	54,222	426,617	147,561	7,492,134	1,947,609	6,226,533	1,828,911
Other Countries	1,009,805	356,607	2,189,240	784,556	8,362,250	2,763,357	25,470,561	8,528,372
Stems and Trimmings (Lbs.)	856,184	40,091	1,357,423	63,316	4,214,908	395,818	15,264,035	780,272
	Thousands		Thousands		Thousands		Thousands	
Manufactures of Cigarettes	1,570,856	3,163,507	1,718,026	3,537,224	13,621,190	27,064,784	17,547,371	43,248,768
Exported to:								
Belgium	386,945	945,184	1,000	3,000	739,355	1,718,092	3,334,933	10,924,739
France	9,022	90,627	160	1,110	1,291,561	3,955,830	173,899	490,771
Italy	27,275	79,069	78,522	214,052	318,861	815,228	2,115,541	5,359,183
Netherlands	42,300	127,804	420	2,420	43,064	132,616	1,359,768	3,732,882
United Kingdom	82,550	259,522	11	76	948,830	2,574,456	1,550,141	4,716,351
Panama	9,438	34,279	16,491	59,140	84,090	282,430	124,402	415,566
China	827,695	1,286,329	1,161,378	2,049,418	7,571,773	12,735,410	5,820,470	10,001,401
British India	8,700	36,138	186,901	526,485	538,730	1,202,992	705,885	1,810,505
Straits Settlements	108,750	125,114	183,675	420,507	1,242,948	1,590,696	1,003,607	1,649,541
Siam	30,000	37,800	23,250	29,295	252,000	352,810	203,500	264,573
Philippine Islands	10,015	46,554	22,005	94,699	86,863	370,461	153,291	624,394
Other Countries	28,166	89,087	35,213	137,022	503,109	1,273,763	991,934	3,258,862
Cigars and Cheroots	8,250	104,739	4,325	96,038	33,111	849,121	66,874	1,425,740
Plug (Lbs.)	722,957	323,837	417,364	239,240	6,546,117	2,805,426	4,730,822	2,534,637
Smoking (Lbs.)	559,761	331,233	425,196	165,435	7,126,723	3,735,493	4,371,925	2,521,541
All Others	.....	126,683	.....	55,278	.....	842,868	.....	1,821,108
Total Mfgs. of Tobacco	.....	109,999	.....	4,093,215	.....	35,297,692	.....	51,551,794

Imports of Tobacco	June, 1919		June, 1920		Twelve Months Ending June 30 1919		1920	
	Pounds	Value	Pounds	Value	Pounds	Value	Pounds	Value
Leaf, Products of the Philippine Islands (Lbs.) Free.	.....	.....	138,709	34,718	4,316,760	1,209,983	642,248	121,861
Leaf, Suitable for Cigar Wrappers (Lbs.) Free	783,183	1,320,196	882,979	1,385,246	8,007,722	12,096,619	7,328,719	10,011,008
Imported From:	.....	.....	860,387	1,385,246	486	658	1,512,098	2,235,607
Netherlands	7,475	14,370	13,295	25,247	320,241	358,007	73,439	114,439
Canada	2,082	7,324	3,248	9,043	44,254	94,611	34,301	127,512
Cuba	773,359	1,298,426	.....	.....	7,553,460	11,524,468	5,532,668	7,266,289
Dutch East Indies	267	76	6,049	3,449	89,281	118,875	176,213	267,161
Other Countries	8,045,488	7,211,844	11,111,256	9,283,760	71,626,621	53,023,087	86,034,215	68,031,421
All Other Leaf (Lbs.) Free,								
Imported From:	2,581,053	2,398,402	2,593,802	2,154,298	19,639,777	21,524,056	13,145,649	12,829,341
Greece	268,037	333,075	146,936	144,992	1,682,708	2,996,766	3,811,041	3,367,184
Turkey in Europe	.....	.....	32,011	30,664	72,816	63,348	471,966	395,296
United Kingdom	2,204	551	.....	.....	2,592	1,288	11,031	12,489
Mexico	3,463,401	3,433,480	2,504,449	2,767,360	20,356,332	18,859,740	23,391,804	23,800,164
Cuba	32,168	4,696	683,403	102,247	16,008,083	2,387,917	6,427,272	1,040,249
Dominican Republic	358,514	580,319	2,241,324	2,012,960	2,732,115	3,425,987	22,077,974	20,191,918
Turkey in Asia	1,340,111	461,321	2,909,331	2,071,239	11,132,198	3,763,985	16,697,478	6,394,780
Other Countries	8,828,671	8,532,040	12,132,944	10,703,724	83,951,103	66,329,689	94,005,182	78,164,290
Total Manufactured (Lbs.)								
Manufactures of Cigars, Cheroots and Cigarettes, Products of Philippine Islands.	281,927	506,339	415,160	833,656	4,331,886	6,620,063	3,968,479	7,615,871
Cigars and Cheroots (Lbs.) Free.	975	1,223	125	82	7,027	9,364	9,895	14,422
Cigarettes (Lbs.) Free								
All Other Cigars and Cheroots (Lbs.) Dut.	35,141	270,972	68,822	529,939	427,858	3,136,574	675,089	5,421,261
Cigarettes (Lbs.) Dut.	47,679	52,154	2,011	9,405	49,207	59,964	11,413	60,285
Total Cigars Etc. (Lbs.)	365,722	830,688	486,118	1,373,082	4,815,978	9,825,965	4,664,876	13,111,839
All Other Manufactures of (Lbs.) Dut.	15,081	15,846	19,635	21,226	277,476	157,657	182,108	162,468
Total Manufactures of	.....	846,534	.....	1,394,308	.....	9,983,622	.....	13,274,307

"Ask The Man Who Owns One"

[*Thanks to Packard Motor Car Co.*]

YES, ask the cigar manufacturer who operates one or 500 Model M Universal Tobacco Stripping and Booking Machines and he will echo the hearty endorsement voiced by 1500 large and small cigar manufacturers.

The all-around efficiency of Model M Universal manifests itself in every department of a cigar factory. One Universal does, and in a better way, the work of from two to three hand-strippers. It pleases the cigarmaker because it increases his daily output. It satisfies the manufacturer because it speeds up production, eliminates tobacco waste and cuts down all production costs.

[You'll never reap the full profits from your factory until you do away with hand-stripping and install Model M Universal. Send for our catalog and price list and learn why this machine is essential to the up-to-date cigar factory.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—2 Route de Chene *Madrid, Spain—Zorilla 9*

London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

LEAF MARKET JOTTINGS

LANCASTER COUNTY reports indicate that the tobacco crop is coming along finely. "The Lancaster Examiner and New Era" said early in August, that the crop in many sections was ready for topping. On account of the lateness of the season and the big grain harvest, the tobacco fields had to be more or less neglected and grass and weeds got their work in, but the harvest being over everybody turned in and in a short time the tobacco fields looked a lot better.

While the labor supply has been short, the growers expect great things of this year's crop, and are using every available minute to have the tobacco in good shape when the harvest season comes. The women have been in the fields doing a man's work; fighting the bugs that are very numerous this year, and doing the work that experience has qualified them to do well.

A general observation indicates that with good weather the tobacco crop will be fully up to early-season estimates.

The crop in many sections is of uneven growth, in many cases in the same fields, but, at that, the farmers are striving for heavier weight than last year, when the bulk weight of the crop was light. The Havana tobacco along the Susquehanna River is coming into the market, and it is estimated that about one-third of the crop has been sold around fifty cents, which is somewhat lower than some of the growers expect.

The Lancaster County seed leaf growers are working with a machine that prepares tobacco for export and are pleased with the result.

The Southern market is naturally the most interesting at present. In South Carolina and Georgia the first offerings have been of better quality than last year's, and the average has been higher for opening sales. The average on South Carolina markets was about twenty-one cents and in Georgia about thirty cents, from two dollars to four dollars per hundred higher than at last year's opening.

Florida and Georgia shadegrown promises a notably good crop, both in quantity and quality. In the two States the estimate is upwards of 4500 acres of shadegrown and 1500 acres of sungrown. The yield of shadegrown will vary from 1500 pounds per acre to 1100 pounds, an average of 1200 to 1250 pounds per acre. Purchases at $1.20 per pound have been reported, and also refusals to accept $1.35.

In some larger markets in South Carolina the average was $18, against $14 lost year. The bulk of the tobacco sold during the opening week was taken by the large export companies.

The Rocky Mount, N. C., market will open September 1, and the Eastern North Carolina markets September 15. Reports from Eastern North Carolina indicate a fine crop.

In Georgia, prices ranged from 20 to 80 cents per pound; at Valdosta; 33 cents, 52 cents and 75 cents at Lyons; an average of $33.17 at Tifton; average of 37 cents at Ashburn, with 85 cents high mark; average, 37 cents at Fitzgerald; average, 40 cents at Abbeville.

In Kentucky the crop reports are generally favorable for a good yield and a heavy one. Springfield reports about the same acreage as last year, tobacco very spotted; Lexington prospects bright, plants have made a wonderful growth, growers are very optimistic; Bourbon County crop in fine condition, and well cultivated, free from weeds and good color; Nicholas County, crop in excellent condition; Pulaski County, largest acreage in the history of the county, looks fine.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919 Dark Red—Trash, from $5 and $7 to $8 and 10; lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22; leaf, common, short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919 Bright Red—Trash, $8, $10 and $12; lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25; leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

1919 Colony—Trash, green, $10 and $12; sound, $12 and $15; lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine, $60 and $65.

New Dark Crop—Trash, $6 to $8; lugs, common, $7.50 and $8; medium, $8 and $9.50; good, $9.50 and $10.50; leaf, common, short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

The Connecticut Valley is in doubt and, in some localities, in despair. If the days are full of sunshine until the middle of September and the frost comes late, there may be a fair crop, but the lowlands are practically out of consideration, as tobacco is in no sense a water-plant. Topping may be general from about the middle of August; so far little has been done.

Broad leaf looks well and promises a good crop, as it is generally on higher ground. Shadegrown gathered so much moisture under the covering that many growers took off the cloth to give it a chance to dry out.

There will surely be a shortage of Connecticut tobacco this season and prices will be still higher than they were last year.

DECORATED METAL

Week-End Packages

Containing

50 and 100 Cigarettes

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

44 Cigar Co., Inc. **Philadelphia**

The GRAND OLD CHEW

is now packed in the Handy 10c. Vest Pocket Tin.

Convenient to carry and always insures a fresh chew.

Up-to-date dealers know the sales value of this new package and are cashing in on it.

P. LORILLARD CO. Est. 1760

Trade Notes

A grocery exchange advises merchants to push small prunes. We always found that any sized prunes had plenty of push in them.

The firm of Dibell Brothers, Incorporated, of Danville, Va., has increased its capital stock from $1,000,000 to $1,600,000. It is one of Virginia's strongest tobacco firms.

According to Commerce Reports, more than 5000 acres of rose gardens in Bulgaria have been planted with tobacco and other paying crops. The roses were grown to make attar.

An exchange says that Chinese women are going to start and manage a match factory in Canton. Women have been matchmakers for ages, and have made all sorts of matches.

Julian C. Blacklock, of Bel Alton, Charles County, Maryland, has been appointed State Tobacco Inspector by Governor Ritchie. Mr. Blacklock is a prominent farmer and tobacco grower of Southern Maryland.

Leaf and pipe tobacco imported into Bolivia pay a duty of 3 bolivianos per kilo. Cigarettes and cigars pay a duty of 30 per cent. on the customs valuation, which is fixed at present at 3.50 bolivianos per kilo for cigarettes and at 5 bolivianos per kilo for cigars.

The L. S. Silverstein Company, 2582 Atlantic Avenue, Brooklyn, N. Y., has taken over the Seneca Clay Pipe and Novelty Works, Incorporated, 1817 Putnam Avenue, Brooklyn, assuming its assets and liabilities. The business will be developed and extended by the new management.

"Camel" cigarettes, "Velvet" tobacco and other American tobacco products are now familiar names in France, although no large outlay of money was used in advertising. This is due to generosity of the American doughboys who gave their smokes liberally, and to the fact that the French Government has been selling the surplus stocks which had been left in camps. In the trains one can hear youths talking of "Camel Cigarettes Americaines."—"Advertising and Selling."

The cultivation of tobacco is not likely to be carried on in India on a large scale for export, owing to difficulties and obstacles which cannot for the present be removed. The cheap cigarettes imported and on sale at the bazaars are decreasing in quantity, owing to the springing up of home factories dealing with locally-grown tobacco. Burmese cheroots and Indian cigars have distinctive qualities which give them a recognized value. They are cheap and good, and exports are increasing. They are also capable of improvement, and efforts are being made to produce a wrapper of finer tobacco. Coarse varieties are grown for local consumption and for export to Eastern markets and to Aden and its dependencies.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
DETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Tobacco Patents Granted

(Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.)

No. 1,345,356. RECEPTACLE FOR CIGAR OR CIGARETTE HOLDERS. Alfred Dunhill, London, England, patentee.

The combination with a holder and container therefor, in which the holder comprises a plurality of tapering sections adapted to telescope with respect to one another, so that the device can be collapsed within the container with the smallest section coming within the next larger section, and having an enlarged portion thereon projecting above the container, and means within the container for engaging the largest section only of the holder.

No. 1,345,677. SLITTING ATTACHMENT FOR CIGARS. Walter M. Jackson, New York City, patentee.

Patent for a sheet metal puncturing and slitting attachment for cigars consisting of a body portion having projections formed therein and extending from one face thereof, said body portion adapted to be applied against the end surface of the cigar and projections thereon to penetrate into such end surface, said body portion also having arms to engage over and embrace the cigar end, each of the arms formed with a cutting point or projection at the extremity thereof.

No. 1,345,736. CIGAR DRILL. Robert R. Bailey, Chicago, Ill., patentee.

A cigar drill comprising a member, one end of which is in the form of a hollow cylinder and the other end in the form of a substantially conical socket, adapted to receive the closed end of a cigar, which is rigid with the cylinder and has a bore opening into the same, a guide plunger loosely fitted into the cylinder, so that it may be rotated or moved back and forth by movements independent of each other; a twist drill rigidly connected with the plunger and adapted to be projected through the bore into the socket, and a stem rigidly connected with the plunger extending through the other end of the cylinder, whereby the drill may be forced through the end of a cigar.

No. 1,345,935. CIGAR AND CIGARETTE BOX. John Kostka, Cleveland, Ohio, patentee.

In a container, as indicated, having a plurality of compartments adapted for the reception of various articles of personal usage, a pair of levers pivotally connected at one end, oppositely-disposed knives on said levers in one of the compartments, a stop pin, a pivotted actuating lever adapted to rest with its inner lower end on the stop pin, a spring for drawing the opposite end of the lever into normal operating position.

No. 1,346,368. ELECTRIC CIGAR LIGHTER. Charles F. Cuno, Meriden, Conn., patentee.

A holder and guard for the purposes described, comprising a cylindrical socket, having one or more angular slots intersecting its outer edge, a contact

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
250 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

terminal in the socket, a translating device having a contact terminal at its rear arranged to co-operate with the first-mentioned contact terminal, said translating device being surrounded by a sleeve slidably fitted within the socket, the sleeve having a projection arranged to interlock with the angular slot to hold said translating device in operative position with the contacts in engagement.

No. 1,346,533. METHOD OF AND MEANS FOR PRESERVING TOBACCO. Caleb C. Dula, New York City, patentee. Patent assigned to Liggett & Myers Tobacco Co., New York City.

As a new product, a hermetically-sealed package of manufactured tobacco comprising an original pocket package bearing on its outer surface suitable indicia designating the particular tobacco brand enclosed within the package, a readily removable wrapper of porous paper folded about and completely covering the package and having predetermined portions adhesively connected to maintain the wrapper in position about the package, and a coating of paraffin applied to the outer surface and closing the spaces between the folds of the removable wrapper to hermetically seal the same throughout, the construction and arrangement of the elements being such as the said brand designation will be visible through the paraffin coating and outer wrapper when the latter is in position upon the package in order that the brand may be readily distinguished, and which outer wrapper may be easily torn away, leaving the original package with the brand indicia intact.

Notes and Comment

The best shot in Canada is a Toronto tobacconist, who was assaulted in his store. He fired two shots which had no effect. "Then the assailant ran. He fired two more rounds, one of them hitting the fleeing man in the abdomen." It would be too cruel to mention the *magazine* that got it off.

"Summer is usually a dull period—for some stores. The merchant who takes dullness as it comes, with the feeling 'oh, it's always dull in Summer' is below one hundred per cent. efficient. There never was dullness so dull that it couldn't be brightened up with the right kind of work."—"The Modern Merchant."

It is rumored that in order to solve perplexing transportation problems, a leading tobacco manufacturer will send his products to a port in New England, for distribution in that section, in his own steamship line. It is supposed that the distribution will be by motor trucks.

We have the pleasure of notifying our readers that we have added to our exchanges "L'Organe au Tabac," of Brussels, Belgium and "Sluyter's East Indian Magazine," of Batavia. We have also on our reference table, "Tobacco," "Cigar and Tobacco World" and "Tobacco Trade Review," of London, England; "Tobacco Trade Journal," of Dublin, Ireland; "Canadian Cigar and Tobacco Journal" and "Holland's East India," of Java. These are at the service of any members of the tobacco trade, with files of all prominent American tobacco magazines, and others.

For Gentlemen of Good Taste
San Felice
8c
The Deisel-Wemmer Co.,
LIMA, O.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 303 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MEN-DE-LION:—41,804. For cigars only. January 14, 1920. M. Eiseman & Sons, Phila., Pa.

TRANSFERS

LA CARONIA:—29,984 (U. S. Tobacco Journal). For cigars. Registered March 4, 1905, by Symons Kraussman Co., New York City. Transferred to H. J. Broezel & Son, Son, Manston, Wis., August 4, 1917.

HOOSIER MAID:—23,809 (Trade Mark Record). For cigars. Registered January 18, 1901, by Geo. Schlegel, New York City. Transferred to Wolf & Hackman, Akron, Pa., August 16, 1906, and re-transferred to Clayton S. Cooper, Brownstown, Pa., July 10, 1916. Re-transferred to Chas. Dantz, Linton, Ind., May 21, 1920.

MINONA:—25,612 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 10, 1913, by A. C. Henschel & Co., Chicago, Ill. Transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., July 16, 1920, and re-transferred to Stein Brothers, Milwaukee, Wis., July 20, 1920.

PRESTIGE:—25,609 (U. S. Tobacco Journal). For cigars. Registered May 19, 1902, by Schmidt & Co., New York City. Transferred to Cuban Cigar Co., Denver, Col., February 27, 1905, and re-transferred to El Templo Cigar Co., Los Angeles, Cal., June 30, 1920.

RATES WILL NOT AFFECT T. P. C. PRICES

James M. Dixon, president of the Tobacco Products Corporation, has announced that his concern would not increase prices because of the new freight rates granted railroads by the Interstate Commerce Commission.

"It simply means that we will have to pay 20 per cent. more freight," he said. "Instead of passing this increase along we will be satisfied with smaller profit.

"It is not so much a matter of rates, as it is getting transportation. We have found it necessary to use express and motor truck, and these means are expensive."

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

THE MOEHLE LITHOGRAPHIC CO
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Used and Rebuilt
MACHINERY
and FURTHER EQUIPMENT
For the Lithographer, Printer, Bookbinder and Paper Box Manufacturer
BOUGHT, SOLD and EXCHANGED
LITHOGRAPH and PRINTING EQUIPMENT COMPANY, Inc.
230-234 West 17th St., New York

J. A. HOLLAND
Importer and Exporter
Lithographic Stones
IN VARIOUS SIZES
Quotations Based on Quantities Ordered. Write, Stating Your Requirements
230-234 West 17th St., New York

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS
CHICAGO, 161 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

CRESSMAN'S

COUNSELLOR CIGAR

Perfectos
15c or
2 for 25c

Flor de MANUEL, in many shapes and sizes, from 10 cents upward, is in great demand wherever sold. The happy blending of rich Havana, with the mildest of lighter tobaccos.

"The blend that makes Havana mild."

Wherever these two excellent cigars—Counsellor and Manuel—are sold, they are *prominently displayed* by dealers.

Why?

Dealers know that both Counsellor and Manuel are unusually *good* cigars, *priced right*, and with strong sales helps in displays and other advertising behind them.

These three factors are enlarging for Counsellor and Manuel, a following of hundreds of thousands of satisfied smokers who will smoke no other cigars.

ALLEN R. CRESSMAN'S SONS
Cigar Manufacturers
Philadelphia

COUNSELLOR'S ever-widening popularity with critical smokers is assured by our constant vigilance in protecting its wonderful quality and character.

Rothschilds
&

Specials
10c

FLOR DE
MANUEL
EXTRA MILD HAVANA BLEND CIGARS

VOLUME 40 NO. 17

The TOBACCO WORLD

SEPTEMBER 1, 1920

OFTEN manufacturers fail to take into consideration the fact that general conditions affect all industries alike, and that each business has to meet abnormal situations today.

Fine coated paper used in high grade lithographic work is obtainable only at prices nearly twice those prevailing early during the war and three times pre-war prices.

Some mills specializing in this type of paper are sold out a year in advance. When such paper is obtainable transportation conditions make its arrival a matter of great uncertainty.

To guard against possible stoppage in the delivery of orders three times substantial increases in wages have been made.

Skilled workmen are scarce, working-hours shorter, and production sub-normal.

It should be obvious therefore, to the far-seeing purchaser, that orders should be placed well in advance—at least five or six months.

Compania Litografica de la Habana
Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York
United States and Canadian Representative

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself.

Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—
Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

A good habit is easily acquired—make a **First Roman Cigar** A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Vice-President
ASA LEMLEIN, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. H. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON M. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

FOR SALE—ABOUT 12,000 CIGAR MOLDS; some new, some slightly used. Both ten and twenty section, some hinged. Send your mold number and state how many you want. Address Box A-211, care of "Tobacco World."

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

1000 cigar manufacturers' bill-heads or statements, engraved printing, $3 cash, post-paid. Specialties. Solliday's, Knox, Indiana.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 40 September 1, 1920 No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

LABOR DAY

"Men my brothers, men the workers, ever reaping something new." TENNYSON

WE extend our greetings to the workers of America and join with them in the celebration of Labor Day.

Deeply conscious of the part that "Labor" has played in our success, we offer to laboring men and women our congratulations on the nation wide recognition of their own day.

WE acknowledge with gratitude many years of faithful service from our employees and look forward with confidence to the continuation of these cordial relations.

And last but not least, we acknowledge our debt to the workmen of America whose preference for our tobaccos has made our success possible.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen
of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

THE STANDARD CIGAR MOLD CO.

No. 90 WALL STREET, NEW YORK CITY

PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS

Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured

Price

10 section $2.25
20 " 2.50
} F. O. B. New York

5% Discount allowed on all orders accompanied with remittance

Volume 40 THE TOBACCO WORLD Number 17

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 1, 1920 Foreign $3.50

Business Building

By a trained Business Man
and Advertiser
Written especially for
THE TOBACCO WORLD
by A. E. Pharo

All rights reserved

I WANT TO EMPHASIZE the thought which was well expressed in the last issue of THE TOBACCO WORLD. This thought was to the effect that a beginner starting business could obtain willing and valuable counsel from the manufacturers and wholesalers from whom he ordered.

Very true, but I would like to go a little further. The world moves so much and changes so rapidly that every dealer, no matter where or how situated, needs advice, suggestions, information, business facts. And he needs them all the time.

He should be as hungry for these as the early bird for the worm or the small boy for ice cream. His hunger should be continuous, and he should collect them from any and every possible source. The article stated that business houses were pleased to impart business information to their customers, and I want to add that their traveling salesmen contain mines of golden knowledge, which they are more than willing to tap for any retailer who seeks it. They have a direct interest in your growth, because the more you succeed the larger buyer you become.

Get the habit therefore of "talking business" to salesmen. And don't forget that it is a real art to be able to extract information. If left to himself, a salesman—like anyone else—will ramble around, say many words, but really give nothing definite. Therefore, you must ask direct questions of those things you want to know. Ask the same questions of every one, and you will soon gather a store of the most valuable facts and suggestions.

WHAT DO YOU DO with the "Dealer's Helps" which drift in your store from the manufacturers?

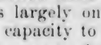
Do you look at them with a tone of contempt that can be heard? Do you say that here is some more of that dinged trash? Do you lay them in a dark corner where the foot of dust and the tooth of time gnaw at and destroy them?

That's what a great many dealers do, and that is one of the reasons—and a very good reason—why some manufacturers are leery about "helping their retailers sell."

Let me ask you for your own sake to "unite with the manufacturers" in the good work of selling. Those beautiful signs, placards, cards and novelties cost a lot of brains in planning and oodles of money in getting made. You would probably stand aghast if you knew the cost of some of the pretty things which you cast aside so thoughtlessly. I have put the "O. K." on the bills, and so I speak from knowledge.

You will help your business, your manufacturer, and gain the everlasting good will of his advertising manager, if you will highly value the costly and beautiful advertising he sends you. If you will treat it with the respect it deserves, if you will hang it up, or distribute it with care, and make it work for you just as hard as it possibly can in the good work of selling your goods.

Don't forget the value of advertising. It is indeed a mighty force though it works so quietly that few realize its wonderful power.



I HAVE A KNOCK for the man who started the saying that "nobody loves a fat man." He is dead wrong. If you are a fat man I bid you rejoice in your luck, and if you are thin I ask you to consider the ways of the fat man and follow them—some of them—for your business depends largely on your personality, your popularity, your capacity to attract and please.

An efficiency expert advises business men to employ fat men for positions where the establishment is brought in contact with the public. He says lean men, while efficient as workers, are prone to be quick, nervous and excitable. They have little reserve of good nature. They are quickly irritated, and their voice shows it, and offends the people.

But a fat man just fills the bill. He belongs to the Don't Worry Club. It soothes a person just to

look at him and note his happy expression, his cheerful attitude. And when he talks, with his great big, broad, smile, he soothes the party who has a complaint. Changes the trouble from a mountain to a molehill, charms away the molehill and sends the person away smiling and friendly with the house.

If you are lean and nervous, why not get chummy with a fat man who consists of three hundred pounds of good nature. Be with him much, study his ways, imbibe his cheerfulness, his charming smile, his soothing talk. It will do you more good than going to the seashore. It will help you in your business.

WENT DOWN TO THE shore the other day. In an out-of-the-way place there was the old skeleton of a vessel that had drifted ashore in the long ago. A native told me of her. She wasn't wrecked, just had sprung aleak in a hundred places, and would have sunk but for her cargo. Drifted ashore, a useless hulk.

Attended a bankrupt sale last week. The business had drifted on the rocks and gone all to pieces, except the skeleton. I knew the proprietor years ago, but he had been gathered to his fathers, and is now functioning on a higher plane.

His son succeeded him. A mature man, of ability, but good-natured, social, easy-going, careless of little things.

The business went on month after month, and for several years, with no apparent change. It was all right, it seemed, and the son was happy and content. But pretty soon, slowly—so slowly that no one noticed it—the business became stationary. And then competing houses inched up to it. Inched past it. In a few years—for a business dies hard, and takes time—the business became waterlogged with little leaks.

Beware of little leaks, Friend Dealer. Watch for 'em. Watch all the time. Plug it up whenever you find one—no matter how small, or how much the trouble.

They are the most dangerous, the most treacherous, the most insidious thing about your business. You want to succeed, but you can't unless you stop the leaks.

HOW CAN ADVERTISING help you hold your trade, increase your trade? Some sort of an answer to this important question I sternly resolved to dig out of a first-class advertising magazine which lies before me.

I looked carefully over every one of its one hundred and twenty pages to see if it would give any hints, ideas, or suggestions which would help YOU, Friend Dealer, in the proper ambition of your life; which is Business Growth.

One article told how a merchant doubled his sales by having more forceful copy written for his advertisements; and I said that a dealer can enlarge his business by good copy in his advertisements, good writing in his letters, and good talking when he converses with his customers.

Another article stated how a manufacturer tripled his sales by improving the artistic appearance of the packages in which the goods were enclosed—said goods being needles and hairpins. And I recalled the words of a successful cigar salesman who said, "People buy with the eye." Therefore, the cigar manufacturer and dealer should have the most pleasing and attractive packages and effects in his window and show case.

Still another article described how a man in a country store, with a big, round face, a jovial smile and a hearty laugh, attracted people, who bought his goods and went away cheered by his optimism; and I said, this is a valuable pointer on the importance of cultivating cheerfulness, optimism, and personality.

The fact is that there isn't any one quality which will bring a large success. Just as a person can build up a fortune by slowly making and saving pennies and dimes, so can a dealer build up a business by collecting many little hints here and there, and acting upon them. It is a great game, and yields us a lot of fun if we play it right.

TOBACCO CULTURE IN PARAGUAY

A recent number of "Commerce Reports" say that tobacco is one of the principal crops of Paraguay and the one on which the small farmer relies for his chief support. While it is grown successfully in all parts of the country, the region in which it thrives best is the territory surrounding Villarica, Barrerro Grande, Atyra, Tobati and Villa del Rosario. Both the soil and climate of Paraguay are favorable to the cultivation of tobacco, but as the methods of cultivation, curing, and protecting the plants against insects and unfavorable seasons are poor, the quality of tobacco produced in this country is generally of an inferior grade. However, the Banco Agricola is trying to improve the tobacco production by assisting the farmers in obtaining better seeds, giving instructions in better curing methods, and a rigid system of grading all tobacco which is offered for export. All the tobacco of the country which is intended for export is bought up by the leading import and export merchants of Asuncion, one firm alone handling about two-thirds of the entire tobacco exports. These firms export the tobacco and use the proceeds to balance their accounts for foreign manufactured goods which they import.

Statistics show that 10,328,466 kilos of tobacco were exported in 1919 and 7,048,378 kilos in 1918. The exports in 1919 were chiefly from the crop of 1918. Figures are not available to show the wield of the 1919 crop. An estimate furnished by the Banco Agricola last summer put the total production at about 16,000,000 kilos, or about 1,000,000 kilos more than was produced in 1918, but unfavorable seasons since this estimate was furnished damaged the growing crop, and the harvest is thought to be considerably short of that for the previous year.

VICE-DIRECTOR PEREZ TO SAIL FOR HAVANA

Avelino Perez, vice-director of Compania Litografica de la Habana, who came to this country the middle of June, returned to New York City the last week in August. Mr. Perez was a delegate to the Rotarian Convention in Atlantic City and is a vice-president of the Havana Rotary Club. He spent considerable time purchasing supplies for his company and then went for a brief rest. He has just returned from the White Mountains and will sail early in September for Havana.

DEER JIM. Well Jim I got your letter telling all about things in Pinkvill and what a good place it is to work. And the mane reeson seemes to be beaws there issent much going on there and so you dont haf to work too hard.

If there issent much going on in a place there issent going to be enuf bizness so enneighboddy'll get rich. Ide rather be where theres a lot of bizness like there is Leer in Pike Citty even if I do haf to work harder. Seines to me the place to get bizness is where bizness is not where it aint.

And the only feller I ever knew that got rich without working was Ike Ferguson and his father left him the munny. He diddent ern it. And enneighway seems he wassent used to working he diddent kno how to go to work to kepe his munny and so its all gone.

I dont kno how it wood seme Jimmie to get munny without working for it. Dazie dont work hard enuf sum days to kepe up her appetight for chickin feed and she gets her munny just the saim. Ive got to admit tho that sheze reddy to work if the boss giv her sumthing to do. She aint lazie if she is the bosses pet. She works hard at kepeing her complexshun in such condishun that it wont rub off on enneighboddy.

It aint very offen Dazie hands out enneigh valuabel advice but yesterdie she did. When she cum back from lunch she stoppt where Josey stood near the dore and she lookt him over and I sed "Aint he the classy dresser tho?" You kno I told you Jim that Josey is the one that wares the flossie close for this joynt. And yesterdie he was speshully boobed up.

When I askt Dazie wassent he the classy dresser, she diddent say a word but just lookt Josey over yet and I coodent kepe my mouth shut; Ime that way; and I sed "You and Joseyd maik a grate pare both all dresst up like a Polish church afire."

"Speeking of pares," Dazie sed, "Joseys a peech in that soot and when it cums to froot, the rest of this stores bunch look more like lemmuns. William youre such a brite kid and kno so much laitly why dont you get wize and see that youd be a good deel more addishun to the store if youd dress like a bizness man insted of like a kidd cumming home from fishing? And you mite give Bob and Spike and Persy there a tipp. If youd all dress a little more like Josey you woodent all look like a lot of plummers going home after a hard days work. Theres about as much class to the forse in this store as there is to a strete car conductors reyounion."

Then Dazie stuck up her noze and went in the offis where she belongs.

But I lookt around a littel and I gess weed kind of backslid. When I rote you a while ago about how dressie Josey was we was all lookie pretty neet, but now Josey was the only one that lookt any class. It took Dazie to tell it to us and we all grinned exsept Persy and he just cusst. And Josey he all swelld up like a baloon and I dont spoze heel ever get over that kompliment Dazie give him.

Enneighway we must hav turnd over a new leef becaws when the boss cum in today and saw us all dolld up he stoppt and lookt and grinnd and sed to Persy "Which one of you is going to get marrid?" and Persy scould and sed "You better ask Josey."

That maid the boss mad becaws he knoze Josey wants to marrie Dazie and heze jellus of him and he went in the offis and banged the dore and I just happened to walk over by the keehole and I cood heer a littel about sumthing or other and then I herd Dazie say, "Me marrie Josey? O mister Hecker, how cood you think that and you so kind to me. Ime going to be an old made becaws noboddyd want to marrie me," and it sounded to me kind o like sniffles and then I herd sumboddy say, "O george dont sumboddyll heer!" So I dont buleve Joseys got enneigh more chanse of leeding Dazie to the alter than I hav of being king of germiny.

Its a funnie thing Jimmie how fellers get to wearin old close and dirty collers and think theyer looking first class. I kno theres lots of men cum in heer who neverd knotis how we look, but then theres others that's fussier.

And I got to admit theres one thing about this close bizness and that is that when a feller gets fixt up so he looks pretty good he holds his noze up hier and he aint afrade of enneighbody and he dont kind of sneek around out of site when sumboddy cums in that mite knotis how heze dresst. Now Josey aint the best sailsmun in our shop. He say he aint. But youd think he was to see the way he acts when customers cum in and I got to admit he gets away with it.

I red the other day in a sailsmunship book that Bob lent me to read that being dresst all rite givs a feller confidunce. That meens that he aint afrade of enneighboddy and thinks he can put it over and generully he does. I gess Ive got to spend sum of my moovey munny on close. I never dresst up much when we livd in Pinkvill did I Jimmie and I dont spoze you

dress up enneigh more there in the old drug store but if Ime going to be a reggular bizness man I can see Ive got to look like I was making good not like I was getting about two-fifty a weke and spending that shuting crapps.

Speeking about that sailsmunship book it sed too that if a feller dont think enuf of his job to get himself up in good shaip for it noboddy else is going to think so well about it. I spoze if I dont look as if I thought my job was much of enneigh good fokes on the outside arent going to think its much good. I gess if Ime a cheep skait and look like it everyboddy is going to kno it. And if I dont think my stores good enuf so Ide ought to dress up to be in it why then noboddy else is going to think its enneigh better than I let on I think it is. Aint it so Jimmie?

Enneigh how I kno I never did knotis a reel classy shop of enneigh kind where the clerks lookt like farm hands in to dinner, and I gess I never saw a shop where the clerks was all dresst up to the nines that I diddent think it must be a pretty fare kind of a joynt eeven if it wassent all there in sum other ways.

Well Jimmie lets send our old close to the Rmecniuns and dress up.

Your old pal

BILL.

A TOBACCO BABY

The "Daily Express," a London paper, says that Germany is the happy hunting ground of the smuggler nowadays, and notwithstanding the precautions taken by the customs authorities thousands of cigarettes are smuggled into the country daily. The officials at the frontier stations could tell interesting stories of their experiences. So could the British troops at the control posts leading into unoccupied territory. At a port near Solingen the other day a matronly woman appeared with a baby in arms. An official asked to have a look at the infant, which turned out to be a consignment of cigarettes cleverly camouflaged in baby linen.

GERMAN RAW TOBACCO

A Mannheim report, dated July 17th, states that with regard to the growing tobacco in the fields all reports speak favorably, and the crop is expected to be a big one. On this account the growers in many places are hurrying up with the delivery of the 1919 tobacco.

The "Detags" of Bremen and Mannheim have issued a notice to the tobacco manufacturers in the uncontrolled territory, informing them that the Custom House officers on the barrier have special instructions not to allow raw tobacco to pass the barrier between the two territories unless accompanied by a permit, and warning them that they render themselves liable to punishment if they buy tobacco unprovided with a permit.

The Bremen "Detag" has issued a notice that the portion of the 1918 Home Tobacco Crop, suitable for cigar manufacturing purposes, will have been used up by the end of July, 1920; also that the 1919 home tobacco crop will not be ready for use until August, and that it will only cover a portion of the requirements in cigar tobaccos.

The tobacco growers of Hockenheim in Lower Baden have just disposed of 1000 cwt. of 1919 fermented tobacco at 748 marks the cwt.

Notes and Comment

The Pandro Cigar Company of New York City has increased its capital stock, from $50,000 to $100,000.

The Daley Cigar Company of South Bend, Indiana, has increased its capital stock from $150,000 to $250,000.

The California-Turkish Tobacco Company has been incorporated at Fresno, California, with a capital stock of $250,000.

The Currin-Magee Tobacco Company has been incorporated at Drakes Branch, Virginia, with a capital stock of $100,000.

The Virginia-Kentucky Cigarette Company of Louisville, Kentucky, has been incorporated with a capital stock of $25,000.

The Ben Poll Company has been incorporated at Louisville, Kentucky, with a capital stock of $20,000, to manufacture cigars and smoking tobacco.

The Mallett Cigar Company has been incorporated at Miami, Florida, with a capital stock of $10,000, by E. R. and A. L. Mallett and M. M. Berchardt.

The prediction that the sun grown cigar leaf of Florida would show small production has not been justified, as the end of the harvest season shows a normal yield.

The Dry Dock Cigar Stores Company of Brooklyn has been incorporated for $10,000, by M. Singer, M. H. Rechell and W. A. Rosenthal, of 166 Dwight Street, Brooklyn, New York.

Julius Schwartz, F. I. Becton, A. C. Allen, L. G. Denslow, C. M. Bouvier and Samuel Simon have been added to the directorate of the United Cigar Stores Company, and Assistant Vice-President C. W. Rattary has been made a vice-president.

The legal dissolution of the Allied Tobacco League of America was accomplished on August 10, when papers were filed with the Secretary of State of Kentucky. The league membership has voted to merge with the Tobacco Merchants' Association of the United States.

A meeting of tobacco boards of trade will be held in Henderson, North Carolina, the first week in September, to fix a date on which the Durham, Henderson, Oxford, Creedmoor and Franklinton tobacco markets will be opened. It is thought that Wednesday, September 15, will be named as the proper date.

Peter H. Mayo, a leading figure in the tobacco business in the South, died in Richmond, Virginia, during the second week of August. His estate, amounting to more than a million dollars, was left principally to his two daughters. Many bequests were made to churches, societies and schools. Mr. Mayo was eighty-six years old.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington Bureau,
THE TOBACCO WORLD,
622 Albee Building.

WITH an advance of 12½ per cent. in express rates granted by the Interstate Commerce Commission, the tobacco industry will find its bill for transportation greatly increased. Few industries, probably, will be hit as hard, since much of the tobacco sold to retail dealers by out-of-town distributors is transported by express.

The American Railway Express Company some time ago petitioned the Interstate Commerce Commission for authority to increase its rates by slightly more than 25 per cent. Upon reviewing the facts in the case, however, the commission concluded that the proposed increase was not justified, but allowed an increase of 12½ per cent.

The application of certain shippers for the exception of various commodities from the application of the increase, because of narrow margin of profit or the possibility of injury to certain industries growing out of the advanced cost of transportation, was refused by the commission, which also decided that the prescription of "terminal to terminal" rates where pick-up and delivery service was not furnished, or deductions from the established rates where one or the other service was not rendered, was not warranted.

A decrease of one-tenth of one per cent. in the number of persons employed in the cigar industry in July as compared with the preceding month is reported by the Department of Labor as a result of its investigation into employment conditions throughout the country. Forty-eight establishments reported total payrolls for one week in July of 14,505 persons, as compared with 14,519 during a similar period in June. Forty-five establishments, however, reported that they employed 9.9 per cent. more people in July of this year than during the corresponding month of 1919.

A considerable slowing down of the wheels of industry is taking place, according to the report. As compared with June, 49 woolen mills in July showed a decrease of 55.3 per cent. in the number of employes; 42 car building concerns showed a decrease of 17.1 per cent., and 74 shoe manufacturers a decrease of 8.5 per cent. Only three increases were noted, the most important of which was papermaking, where 57 mills showed an increase of 3 per cent. in their personnel; an increase of 1.8 per cent. was reported by 50 cotton manufacturers, and of 1.2 per cent. by 38 automobile manufacturers.

Nearly $4,000,000 have already been collected from delinquent taxpayers as a result of the drive inaugurated June 16 by the Treasury Department, according to an announcement by the Commissioner of Interval Revenue.

More than half of this total was collected from manufacturers of automobiles, sporting goods, hunting and bowie knives and firearms, etc. A total of $2,058,048 was collected in back taxes and penalties from this source. The next largest item was the transportation tax, collections of delinquent taxes on express and freight shipments and personal transportation amounting to $951,569. Delinquent jewelry tax collections yielded $266,131; the luxury tax, $109,416; the admission tax, $213,133, and the tax on soft drinks and medicinal and toilet preparations, $169,521. These totals include the penalties which were assessed in many instances for failure to make complete and proper returns within the period specified by the revenue law.

Although well pleased with the results of the campaign, Commissioner Williams declares that there will be no let-up in the drive until every large city in the country has been covered. Agents of the bureau are now engaged in checking up merchants, manufacturers and others in a number of cities, and it is believed that there are still several million dollars of delinquent taxes which will be collected as a result of their work.

A distinction is being made by the bureau between delinquent taxpayers voluntarily filing amended returns and those who are discovered by Government agents. In the case of the former, a policy of leniency is being followed and, where imposed, penalties are made as light as possible.

With the acquisition of the Riggs Building by the Claremont Theater Corporation, controlling the Keith theaters, a number of changes have been made, among them the rechristening of the building in honor of the late E. F. Albee, for many years a friend and partner of the late B. F. Keith. The address of the Washington Bureau of THE TOBACCO WORLD, which for several years has been located in this building, will hereafter be 622 Albee Building.

The Albee Building is one of the finest of the many office buildings in the National Capital. Facing the United States Treasury, it was erected to house Keith's Washington theater, and is also the home of the National Press Club, known from coast to coast and numbering among its members practically every American news writer of prominence. With the taking over of the building by the theater company, Roland S. Robbins, manager of the corporation and for a number of years manager of Keith's Theater, has assumed direct supervision over the offices of its tenants.

EDITORIAL COMMENT

THE Cigar Manufacturers' Association of Tampa takes page space in tobacco business papers to tell the trade that the fight they are now waging for an "open shop," is the fight of the jobbers and dealers of the country, and no less of the cigar manufacturers, wherever they are located.

In New York John Merriam and others have placed their backs to the wall and declared their determination to manage their own factories.

Milwaukee is suffering as Tampa does, from radical agitators. And to the credit of western manufacturers be it said that the Milwaukee manufacturers have received assistance from other cigar manufacturers, who have given some aid in producing cigars for them.

The entire cigar manufacturing industry needs to wake up. Every time there is trouble, cigar manufacturers' associations are formed. As soon as the clouds pass by, the cigar manufacturers' associations fall apart. Each goes his own selfish way to serve his own ends, meanwhile contributing nothing to the industry.

At what time in history it will penetrate the minds of cigar manufacturers generally, that the industry is no stronger than its weakest members, is a matter for speculation.

But when it resolves itself down to a fight between the "open" and the closed shop, there is no speculation about it. The small cigar manufacturers either make or break the situation.

When standard brands are no longer obtainable, as in the case of strikes, the small manufacturer who accedes to the demands of the strikers can get his own prices for his products, and gradually absorb the striking workmen.

This is particularly true of large cigar manufacturing centers like Tampa, Philadelphia, New York and Detroit. The small manufacturers in these cities far outnumber the large manufacturers, and in case of strikes the large manufacturers are usually left by themselves.

Then the hour strikes for the small manufacturer. He makes concessions, begins to supply cigars, orders increase and more workmen are needed. Multiply one small manufacturer by one hundred or two hundred, and it is easily seen that quite a number of workmen will slowly be absorbed by these small factories.

Tampa has been fortunate in bringing a number of smaller factories into their association, and the entire trade should take cognizance of the list of names of the members of this association. Better still, cut it out and paste it over your desk, and let it be a guide to the placing of future orders in Tampa.

Tampa has set out in earnest to operate under "open shop" regulations and to Americanize their factories.

In the process of Americanizing their factories these Tampa manufacturers have drawn upon all sections of the country.

What is a matter of one or half a dozen employes to a cigar manufacturer if by their going to Tampa they can break the back of the "closed shop" and the foreign domination of the industry in that city.

Let Tampa lose this fight and we will see the same scenes enacted in every large cigar manufacturing city in the country.

Can it be that cigar manufacturers are so blind as to fail to realize that every obstacle placed in the path of the Americanizaton in Tampa factories, is but more securely fastening the halter about their own individual necks and in due time will be tightened to the point of strangulation by the radical labor element?

A great American principle is involved in Tampa's struggles. Profit which accrues to northern factories by reason of Tampa's troubles can be but temporary, regardless of whether Tampa wins or loses.

The radical element in Tampa is now paying the transportation expenses of cigarmakers to other cities. Do the northern factories want them? Has not industry as a whole found that the chief source of trouble lies in the unnaturalized employes? Reflect, and see if it is not true.

Man for man and woman for woman there is no more loyal and faithful employee than the full-blooded American. For proof go into the small towns of Pennsylvania, Ohio, Illinois, or Michigan. There you will find town after town with a high proportion of satisfied and contented home-owning cigar factory workers.

Only the other day while in a small town of this character several manufacturers pointed out that in the history of that place there had never been labor trouble of any kind. Most of the cigar workers owned their own homes and numerous automobiles. And there was not an unnaturalized citizen in the town.

Tampa's fight is truly the fight of the entire industry. There can be no turning back of the famous Seventy-four.

And on the other hand in the Union meetings of 100 per cent. Americans the hat is being passed to help the foreign element and agitators in Tampa carry on this fight. American workmen in all parts of the country are contributing, probably unknowingly, to a struggle which had its inception last October when a Tampa manufacturer dared to employ American women as cigar packers. The funds that are being collected throughout the length and breadth of this land are going to finance organizations whose sole aim and object in the past has been the elimination of the American man and woman from the cigar industry of Tampa.

This is a life and death struggle for Tampa cigar manufacturers, and behind them stands every business and social organization of Tampa, and the moral support of every American in that city.

Can, and will, the cigar manufacturers, jobbers and dealers of these United States offer Tampa's Seventy-four less?

To Resume Full Output of

TAMPA CIGARS

—Is Our Fight—and Yours!

THE manufacture of Tampa cigars has been obstructed for four months by a handful of irresponsible agitators, who sought control of the cigar business in Tampa. Tampa has been assailed with the usual impossible conditions that have followed closed shop propaganda elsewhere.

For kind indulgence in this period of curtailment, the Manufacturers are especially grateful to the dealers from coast to coast, who during four months have felt keenly the absence of familiar Tampa brands.

Remember—the Tampa Manufacturers listed here, are making a fight to release the brakes that have been placed upon the industry here. While primarily their own fight, the Manufacturers feel also that it is a fight for their dealers throughout this broad land. Further, they feel it is a fight for cigar manufacturers elsewhere. For Tampa has been selected for the initial battle ground. Success for the Manufacturers in Tampa is imminent.

By facing the issue squarely; by our willingness to bear the enormous expense this fight entails; by our determination to stand up for the rights of ourselves and our dealers—we are convinced we may save the cigar industry, here and elsewhere, from falling into a chaotic condition.

Here is a list of seventy-four Tampa Cigar Manufacturers. They are making this fight for the future welfare of the cigar industry. By keeping this list you will know who has made this fight. Is not each name on this list worth memory now and in the future? For these seventy-four are standing shoulder to shoulder in the struggle for a three-fold purpose:

JUSTICE TO THE CIGAR WORKERS
JUSTICE TO OUR CUSTOMERS
JUSTICE TO OURSELVES

The "Open Shop" will be maintained, for it guarantees equal right to all.

The Cigar Manufacturers' Association of Tampa

THIS LIST IS WORTH KEEPING—PRESERVE IT

Alsina Cigar Co.
A. Anso & Co.
Ramon Alvarez & Co.
Francisco Arango & Co.
Argamiles Lopez & Bros.
M. Alvarez & Co.
Bejerman Brothers
F. Bonlarron & Co.
Big 4 Cigar Co.
M. Bustillo & Co.
F. Capitano Cigar Co.
San Carlos Cigar Co.
Carroll Wodiska & Co.
Maximo Cinfo
Cuesta Rey & Co.
Corra Mullers & Co.
Carlos Casiano Cigar Co.
Cuesta Diaz & Co.
Andres Diaz & Co.
Diaz Raphael & Co.
Dooper Cigar Co.
Dooley Cigar Co.
Jose Escalante & Co.
El Sidelo Cigar Co. (Branch Consolidated Cigar Co.)
Rafael Espina
Evers Diaz Cigar Co.
Fernandez Bros. Co.
A. Fuente & Co.
M. Fernandez Cigar Co.
E. Fernandez Cigar Co.
Perfecto Garcia & Bros.
Garcia & Vega
Maximo Gralin & Son
F. Garcia & Bros.
Gus Cigar Co.
Havatampa Cigar Co.
Havana American Co.
Hygiene Cigar Co.
Henriquez Cigar Co.
E. Lozano, Son & Co.
Jose Lovera Co. (Branch Consolidated Cigar Co.)
San Luis Cigar Co.
La Vista Cigar Co.
Lopez Alvarez & Co.
Jose M. Lopez
Tomas Leon
Marsicano Cigar Co.
J. M. Martinez Co.
Robt. Mugge
Saint Mimitol Cigar Co.
Morgan Cigar Co.
Chas. Newman Cigar Co.
Y. E. O'Halloran & Son
The Preferred Havana Tobacco Co.
Sixto Perez & Bro.
Marcelino Perez & Co.
A. M. Perez
Pride Cigar Co.
Salvador Rodriguez
J. W. Roberts & Son
E. Regensberg & Co.
San Martin & Leon
A. Santaella & Co.
M. Stachelberg & Co.
South Florida Cigar Co.
Wm. J. Seidenberg & Co.
Salvador Sanchez & Co.
L. Sanchez & Co.
Tampa-Cuba Cigar Co.
Tampa Best Cigar Co.
M. Valle & Co.
Celestino Vega & Co.
Wolff Bros. Cigar Co.

T. M. A. To Start Membership Drive

BEGINNING on September 7th, the day following Labor Day, the Tobacco Merchants' Association will start a drive for new members that will undoubtedly result in extending the active influence of that organization until it is inclusive of the whole interests of the tobacco trade in a degree never before attempted, much less approached, either by other trade organizations or even by the Tobacco Merchants 'Association itself.

Counsellor Dushkind, of the association, has been spending the time that has elapsed since the convention of the association in Washington last May, in laying and perfecting his plans for the drive. One of the more notable manifestations of the convention was a desire upon the part of not only the officials, but also of the rank and file of the membership of the organization, that a vigorous campaign for enlarged membership should be undertaken at an early date. Since that time President Bloch, of Wheeling, has called several meetings of the executive committee in connection with the laying of plans for the membership drive. It was decided to await the launching of the campaign until all the plans had been perfected, and for the campaign to cover simultaneously the entire country, so that the cumulative effect of the enthusiasm could have its full force.

Everything is ready at this time for the drive. The co-operation of many of the largest manufacturers and merchants in the entire trade has been assured, and everything is waiting for the word "go." The drive will be very intensive, and inclusive, and when it has been completed, the Tobacco Merchants' Association will undoubtedly have enthusiastic and active adherents in every trade community of the United States.

Among the various kinds of literature sent out by the Tobacco Merchants' Association in connection with the membership drive is a brochure, handsomely done up, entitled "Reasons Why," which contains the following fifteen reasons why tobacco men, in all branches of the industry, should join the Tobacco Merchants' Association:

1. Because every industry needs an association to safeguard and promote its welfare.

2. Because the tobacco industry now faces nation-wide problems, which can be dealt with only by a strong nation-wide organization with adequate facilities, ample resources and a management devoted to the welfare of the industry.

3. Because no existing local organization or any association representing a single branch of the industry can possibly cope with national problems or keep in touch with various movements that spring up from time to time in different parts of the country tending to injure the tobacco business.

4. Because the T. M. A. has, by the National Tobacco Men's Convention in Washington last May, been officially charged with the responsibility of safeguarding our industry.

5. Because independent activities not only duplicate effort; but, unless guided by those nationally informed and with recognized authority, are likely to do more harm than good.

6. Because only a powerful and influential national organization can cope with existing conditions.

7. Because the T. M. A. offers preventive insurance for your business.

8. Because the T. M. A. assures the good will of the public toward your business.

9. Because the T. M. A. renders individual service to its members.

10. Because the T. M. A. is a popular organization, embracing every branch of the tobacco industry from grower to seller.

11. Because the T. M. A. fosters friendship and mutual helpfulness among its members and among all branches of the tobacco industry.

12. Because the governing body of the T. M. A. is made up of leading men who represent all branches of the industry and who inspire confidence because their connections guarantee strong, safe and wise management.

13. Because the T. M. A.'s achievements in the past guarantee its ability to do big things in the future.

14. Because your membership dues in the T. M. A. are used for activities necessary to the welfare of your industry.

15. Because it is unfair that any one should enjoy the benefits of the T. M. A. without contributing to its maintenance.

President Bloch has far reaching plans in mind for the extension of the usefulness of the association, but these must perforce await the result of the campaign for enlarged membership and for a more extended organization.

The industry, once extensively organized, will be in a much stronger position to deal with the trade problems and to work for the betterment of trade conditions.

CHARLES FRIEDMAN DEAD

Charles Friedman, Michigan representative of Ruy Suarez & Company, died August 20. He was 55 years old. Mr. Friedman was born in Kalamazoo, Mich., and had a large circle of friends and acquaintances. He was a prominent member of the Elks, and was famous as an entertainer.

WRIGHT, FABER & CO. MAKE AN ASSIGNMENT

Wright, Faber & Company, 53 Greenwich Street, New York City, importers and exporters of leaf tobacco, have made an assignment to Frederic F. Russell. The company was incorporated in 1917.

CIGAR COMPANY CHANGES HANDS

The Hemmeter Cigar Company, of Detroit, Mich., has purchased the Banner Manufacturing Company, taking over the capital stock, the factory building on East Warren Avenue and Mitchell Street and all physical assets. Possession has already been given, but for the present the corporate existence of the old company will be continued. T. E. Gegan remains secretary, and Charles J. Davison, superintendent.

Why Not Now?"

[Thanks, Gold Medal Flour!]

THE first 100 Motor Trucks produced were the trail-blazers for the 750,000 odd trucks in use today. Likewise, the 5,000 and more Model M Universal Tobacco Stripping and Booking Machines in use today constitute the *reason why* every progressive cigar manufacturer will EVENTUALLY do his stripping on the Model M Universal. WHY NOT NOW?

Over fifteen hundred large and small manufacturers *know* that the Model M Universal is a *paying investment* because they have compared the costs and results of hand-stripping with Universal Stripping.

[One Universal strips as much tobacco as from two to three hand strippers saving wages and space. The stock is better—no tears or curled tips—and very much less scrap. Cigar-makers turn out from 35 to 50 more cigars a day when working with stock stripped and booked on the Model M Universal Tobacco Stripping and Booking Machine.]

Get the facts about Model M Universal from our descriptive catalogue. Send for it and price list today

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—2 Route de Chene *Madrid, Spain—Zorilla 9*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

Two National Favorites
HYGIENICALLY-MADE
WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler
WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler
WAITT & BOND, Inc.
NEWARK NEW JERSEY

COMMERCIAL USES OF LICORICE IN THE U. S.

LICORICE root, largely employed by manufacturers of chewing tobacco as a flavoring extract, finds its principal market in the United States. Before the war, the consumption in this country exceeded 100,000,000 pounds annually. Practically the entire supply is imported from the sections of Europe and Asia enjoying a semi-tropical climate. Approximately 90 per cent. of the American consumption is utilized in the tobacco industry, the remainder being used in the manufacture of confectionery and drugs.

The licorice plant grows wild in Syria and Mesopotamia and is cultivated throughout Southern Europe and parts of Asia. Russia and Turkey supplied the United States with 96 per cent. of its imports of the root during the five-year period ending with 1914. The average annual value of imports of this commodity during the five pre-war years amounted to $1,718,000.

The war reduced the supply of licorice root available for importation into the United States and also effected important changes in the sources of supply. In 1918 imports of the root fell to 26,983,000 pounds, although a very considerable increase in the value of the product resulted in the reduced imports being appraised at $1,854,000, which is $136,000 higher than the pre-war average. Imports from Southern Europe have materially increased since 1914 because the former sources of supply in Turkey and Russia have been cut off.

China, too, which for the five-year period 1910-1914 sent less than 1000 pounds of licorice root annually to the United States, has greatly increased her trade in this commodity. During the fiscal year ending June 30, 1920, China has sent to this country 6,376,000 pounds.—Commerce Monthly.

GOOD PRICE FOR TOBACCO

W. C. Weaver, Georgetown, Ky., sold his growing crop of tobacco on August 21, at $70 per hundred pounds all around. There is about one and a half acres of the crop and its sale is the first reported of the 1920 crop in this county. The party who made the purchase was from near Paris, Bourbon County, Ky., and was looking at Mr. Weaver's farm with a view of purchasing it when he came upon the crop of tobacco which he thought was exceedingly fine and made the offer, which was immediately accepted.—Boone County Recorder.

SOUTH RUSSIA SENDS TOBACCO TO SWEDEN

Recently 500 tons of tobacco arrived at Gotenberg from South Russia. Experts claim the tobacco was of good quality and weathered transportation remarkably well. Sweden expects regular shipments of tobacco to continue. Trade between Sweden and South Russia is very brisk, Finns acting as intermediaries. Tobacco planting in South Russia is said to have recovered its former prime. Russian authorities are doing all within their power to foster and further tobacco planting.

MIAMI VALLEY TOBACCO

The Ohio State Agricultural Department reports the new crop of cigar leaf of the Miami Valley as thrifty and promising well. If favorable conditions continue, the crop will be a large and satisfactory one.

GET FIBRE BOXES!

THE manager of a printing house was opening a box this morning. He had a cotton-hook in one hand and a wooden mallet in the other; the cover was nailed down with ten-penny wire nails. He got into it, the box, in the course of time. We butted in and asked him where the nail-puller was, or the hatchet, but he only guessed where they might be.

Returning to the desk we found an article about fibre boxes, which seemed appropriate to the occasion. It is by George R. Browder, general manager of the Container Club of Chicago, who says: "The average fibre box weighs only from two to five pounds, which means a reduction in shipping weight anywhere from 10 to 50 per cent. when compared with the same size wooden boxes. This becomes of prime importance in the face of impending heavy advances in freight rates. It is shipped flat when empty and in this form occupies about one-tenth of the space it will contain when set up, thus effecting an immense saving in packing room space. It lends itself readily to easy filling and packing and is a great labor saver in that respect. The ingenuity shown by the manufacturer in devising special types of containers to meet the needs of the individual shipper has developed unexpected possibilities for its use."

And *we* say that it does not have to be opened with a cotton-hook and a mallet.

WINSTON TOBACCO ASSOCIATION ELECTION

At the recent annual election of the Winston, N. C., Tobacco Association, E. W. Dixon was elected president for the sixth consecutive year. Mr. Dixon is local managing buyer for the Imperial Tobacco Company, and also takes a lively interest in whatever concerns the affairs of the Winston-Salem district. The Winston-Salem market will open on September 14, the various warehouses in the district, comprising five great houses, can easily handle fifty million pounds of tobacco.

LANCASTER COUNTY FIELD DAY

The Lancaster County Tobacco Growers' annual field inspection day was held on Monday, August 23, and the business session was held at Ephrata Park. It was resolved that an effort be made to establish a State Federation of Tobacco Growers' Societies and also that the York County Tobacco Growers' Society, and any other tobacco growers' society that may be formed be and is invited to join in the formation of the State society.

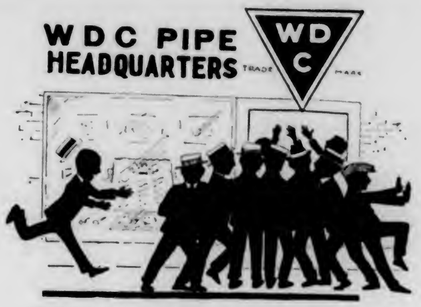
Addresses were made by Dr. William Frear and Dean R. L. Watts, of State College; John C. Witmer, president of the York County Tobacco Growers' Association; York County Farm Agent Weber, J. Aldus Herr and E. K. Hibshman.

Dinner was served on long tables in Ephrata Park to more than one hundred farmers and invited guests.

BERTHOLD BENDHEIM DEAD

Berthold Bendheim, brother of Adolph Bendheim, president of the Metropolitan Tobacco Company, died in New York on August 23, aged 64 years. Mr. Bendheim was formerly a pipe manufacturer, but had retired from business on account of heart disease, from which he suffered for a long time.

WDC PIPE HEADQUARTERS WDC TRADE MARK



They Fight To Get In

Make your store W D C Headquarters. Then the every day "smoke" sale will bring in crowds that will make a fire sale look like a pile of wet cinders.

Put your W D C cases on your counter and in your windows. Have a few of the attractive W D C display cards properly placed in the store.

Then enlarge your entrance to keep the crowd from sticking. For there is sure some big demand for W D C Pipes and Triangle Tubes.

And the demand is growing. W D C quality is bringing back the smokers who know. W D C advertising is creating a bunch of new business.

So check up stock and send your jobber a hurry-up order for refills.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

"It's a W D C"

Fore!

PRINCE HAMLET

CIGARS

You won't need a "Caddie" to hunt your sales "ball" if you stock Prince Hamlet for your select trade.

Prince Hamlet has "pulled" many a cigar store owner out of a difficult "lie" and driven him over the "barrier" to a "long-green" "fair-way."

PRINCE HAMLET

2 for 25c.—15c.—25c.

Also 10c and 11c. sizes

The Well-Balanced Satisfying Smoke

Our Car-Card advertising makes the "Match" course in "79" regularly. up with our campaign.

BAYUK BROTHERS

Manufacturers of the Famous "Mapacuba" Cigars

PHILADELPHIA

New York, 119 Lafayette Street Phone, 3166 Franklin

EXCLUSIVE PROCESS

....UNION MADE....

PATTERSON BROS. TOBACCO CO., TR.

RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

IMPORTERS GOING TO AMSTERDAM

Among the importers slated to attend the fall Sumatra inscriptions at Amsterdam, September 17 and 24, are Joseph Pullman, Hugo Muller, Henry M. Duys and C. S. Zarhuy.

RECEIVER FOR R. B. L. CIGAR CO.

On Wednesday, August 25, in the First District Court, on petition of the New Jersey Tobacco Company of Jersey City, N. J., Judge Mayer appointed Henry F. Wolf, receiver for the Rudinger-Berkman Company, operating a cigar factory in New York, and under the name of the R. B. L. Cigar Company, a string of thirty cigar stores in New York, New Jersey and Massachusetts. It is stated that the assets of the company exceed its liabilities, but cannot be readily turned into cash to meet current and impending liabilities. The officials of the company are given as Philip Berkman, president and director; Gustave Rudinger, vice president and director; Abraham Levy, secretary treasurer and director.

BUEHLER LEAF CO. IN NEW QUARTERS

The Buehler Leaf Tobacco Company, of Detroit, Mich., for many years located at 77 Jefferson Avenue, have completed a new building at Chene and Alexandrine Avenues, with a much larger floor space and equipped with the most modern appliances.

SCHMID-MULLER CO. INCORPORATED

The Schmid-Muller Company, of New York, has been incorporated with a capital stock of $500,000 to engage in the import and export of tobacco. The incorporators are L. L. Leventritt, N. S. Goetz and M. P. Breen, of 123 Broadway.

PETITION FILED AGAINST EXPORTERS

A petition in bankruptcy has been filed against the Youroveta Home and Foreign Made Company, Inc., 15 Park Row, New York, exporters of Virginia and Chinese tobaccos, by the International Transportation Corporation, the Mutual Ribbon Carbon Company and Leon M. Wargraft.

NEW "EL DALLO" HEADQUARTERS

The Philadelphia office of Wertheimer Bros., cigar manufacturers, of Baltimore, Md., has been removed to 1002 Race Street. James C. Thompson is in charge of the Philadelphia office.

HARRY BLUM ENLARGES HIS PLANT

Harry Blum, maker of "Natural Bloom" cigars, has started production in another factory in addition to his large and well-equipped factory at 122 Second Avenue. The other factory is located in the same neighborhood.

PETER H. MAYO DEAD

Peter H. Mayo died at his country home, "Powhattan," near Willwood, Clarke County, Va., recently, at the age of 85 years. Mr. Mayo was a veteran of the Civil War, and was the last president of the P. H. Mayo & Bros. Tobacco Company, before its purchase some twenty-two years ago by the Continental Tobacco Company.

Suppliers To The Cigar Manufacturer

ESSENTIALS

EVERYTHING IN ONE PLACE - - - -

SERVICE THAT SATISFIES - - - -

SUPPLIES OF EVERY DESCRIPTION - -

EFFICIENCY DEVICES - - - - -

NEWEST MACHINES - - - - - -

TIN FOIL—PRINTED OR PLAIN - - -

IMMEDIATE DELIVERY—LABELS ON HAND

ALL KINDS—POUCHES, WRAPPER, TISSUE, Etc

LABELS and BANDS—PRIVATE DESIGNS -

STICKERS, PRICE-MARKS, Etc. - - - -

You Will Find Economy in a Central Source of Supply

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

LEAF MARKET JOTTINGS

AT the August meeting of the Lancaster County Tobacco Growers' Association, the opinion was expressed that Lancaster County tobacco will bring from 30 to 35 cents, and the reasons assigned were a shortage in the ultimate production and the small stocks in the hands of the manufacturers.

Sales were reported at 28 cents and 25 and 10. Topping was well under way in the middle of the month and the general outlook of the crop is good, though several fields in different sections have been badly damaged by heavy storms.

At least fifty per cent. of the Havana tobacco in Manor Township, along the Susquehanna River, has been contracted for at 50 cents for the wrappers and 50 cents for the fillers, not sized or sorted These prices have stiffened the backbone of the seed growers, some of whom have refused offers of 30 cents. They hope for 35 cents.

The success of the growers, not only in reference to the tobacco crop but all other crops, has been due this year to community farming; those who were shortest of help were rescued by their neighbors and when their fields were rescued, turned in to help others. Eastern Lancaster County has furnished a lesson of good will and co-operation to the whole country.

The "Lancaster Examiner" said on August 20: "Growers are busy speculating about the figure they will get this season, and when a group of them is seen talking it is safe to say that tobacco is the principal subject of the conversation. Few of them talk of less than from 26 to 30 cents for their wrappers, and it will be likely they will hold out for about those figures. Some will, it is understood, hold out for 35 cents. Until this time growers have been very fortunate in escaping hail. Only a few sections had any. The worms have been the most serious cause for worry, but these are not as plentiful as they were a short time ago.

***

Wisconsin tobacco prospects looked pretty gloomy in July and the first week in August, on account of a continued and severe drought, but the rains came in time to make the late crop look pretty good, but the early crop will be light, in all probability. There is still some 1919 tobacco in first hands and sales have been reported at from 18 to 25 cents, according to quality.

The big firms have jumped into the Northern Wisconsin tobacco field to start the buying of the 1920 crop. The "Wisconsin Tobacco Reporter" says: "Water Street, New York, has waged a campaign against field buying this fall, giving it out that this year, of all years, the buying movement should not start before the tobacco harvest. It seems, however, that they were not willing to take their own medicine.

"The buying has commenced with a fury. Prices range from 30 to 40 cents with fillers out at 10 cents. The buying movement is kept up by the big manufacturing firms and not by the small dealers.

"The latest information from the northern area is to the effect that in the neighborhood of 75 per cent. of the valley tobacco, and, perhaps, 33 per cent. of the entire section will have been bought before the movement slows up. It is one of the biggest spurts experienced in the northern field. The top price paid was 43 cents. The report of sales above the 40 cent mark does not apply to the movement as a whole. The bulk of sales run from 30 to 35 and 40, and 10 cents for fillers."

***

In South Carolina the tobacco growers will make an effort to lengthen the selling season as the markets are open for too short a period for the farmers to properly handle and market their crop. The markets of North Carolina and Virginia, with longer selling seasons and better handling, get a higher average for their crops.

Quotations of Georgia sales give averages as follows: At Lyons, average price to date, 31.25. At Nashville, average 23.60. At Fitzgerald, 34 cents. At Tifton, the average for the season was 27.86. As the high was 77 cents and the low one-half cent a pound, these quotations give little idea of comparative values. At Valdosta, top prices were $45 per hundred, and much that was offered brought $35 a hundred.

South Carolina farmers have been giving more attention to the standing crop than to the markets, as they have about 50 per cent. to cut and cure. High grades of bright leaf were in keen and active demand and advanced prices, but low grades were weaker. The average was about $31 per hundred.

***

Recent weather conditions in the Connecticut Valley have been highly favorable to tobacco and some of the gloom that has overhung the situation has been lifted. Wisconsin was crying for rain and Connecticut for sunshine, and both got what they wanted, though it did come a little late.

As previously stated, the crop is sure to be short, as much of the early tobacco on low lands was drowned out, and as the demand for Connecticut is very great, no one can guess where the price will go to.

Buyers have been looking over the tobacco in the fields in various sections and offering very high prices, which have generally been scorned by the growers.

(Continued on Page 22)

Another Boost In Freight Rates
Means
Dollars and Cents To Every Shipper

Corrugated Fibre Shipping Cases

SAVE in weight (lighter than wood)
in space (packed in flat bundles)
in time (can be sealed and taped quicker)
in help (fewer men needed in shipping room)

Guaranteed to meet all Express, Parcel Post and Freight Requirements

We manufacture corrugated fibre shipping cases to meet every requirement. Write us stating your needs, and mention THE TOBACCO WORLD, and we will gladly send samples.

Do not let old prejudices prevent you from investigating the modern way of shipping—by using corrugated fibre cases.

They save money for every cigar manufacturer and jobber. Investigate and be convinced.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.
American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

Leaf Market Jottings

(*Continued from Page 20*)

There has been considerable agitation in Kentucky stirred up by the advocates of a cut out of the Burley crop in 1921. So far, the counties in favor of it are Fleming, Bath, Carroll, Nicholas and Owen. Against it are Fayette, Woodford, Henry, Anderson, Bourbon, Harrison, Oldham and Jessamine. On the fence are Clark, Mason, Franklin and Mercer. There are numerous shades of favor and opposition, but very little favor for a total cut-out proposition.

Crop reports show a very uneven crop in Woodford; prospects of a good yield of fine leaf in Jessamine; 60 per cent. of good tobacco in Oldham; small and uneven in Gerrard, but rapid growth; Mercer anxious about rust. Lexington reports bright prospects, never better, for a good yield. Owensboro estimates about 80 per cent. of a normal crop of Pryor tobacco, the plants showing up well.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 dark red burley—trash, $5 and $7 to $8 and $10. Lugs, common, $10 and $13; medium, $14 and $18; good, $18 and $22. Leaf, common, short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright red: Trash, $8, $10 and $12. Lugs, common, $12 and $15; medium, $15 and $18; good, $22 and $25. Leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colory: Trash, $10, $12 and $15. Lugs, common, $15 and $18; medium, $20 and $25; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

New dark crop: Trash, $6 to $8. Lugs, common, $7.50 and $8; medium, $8 and $9.50; good, $9.50 and $10.50. Leaf, common short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine and selections, $22 and $25.

OUTING OF STEINER SONS & CO. EMPLOYES

After a lapse of six years, the annual outing of the employes of Wm. Steiner Sons & Co., lithographic specialists, at 257-265 West 17th Street, New York City, was resumed on August 14th at Eckstein's Four Corners, Staten Island.

The employes were transported in big sight-seeing cars, decorated with flags and Steiner banners, with a band in the leading car.

Breakfast was served at the grounds, followed by a baseball game between the Band Cutting Department and the Press Department. It was a fine game and the Band Cutters won. The most exciting event of the day was the fat men's race, in which Henry Steiner, president of the concern, and Ike Steiner, vice-president, participated, but failed to qualify; but they qualified for the big chicken dinner that followed.

Everybody had such a good time that they are already talking about the next outing.

With acknowledgments to K. C. B.

Here's how Joe's fish story really started

WE CLAMBERED down.
THROUGH HEAVY thickets.
AND WE rowed the boat.
OUT TO a rocky ledge.
WHERE BLACK bass hide.
THEN JOE let out a roar.
FOR HIS cigar box.
HAD FISH lines in it.
INSTEAD OF smokes.
AND HE refused with scorn.
OUR CIGARETTES.
HE SAID they were not.
EVEN FIT for bait.
HE'D HAVE a man's smoke.
OR NOTHING.
AND FOR an hour.
HE GOT nothing.
NOT EVEN a bite.

WHILE WE pulled 'em in.
AT LAST he grunted.
"GIMME A cigarette."
AND IT just happened.
HIS LUCK changed then.
SO NOW Joe swears.
THAT THOSE cigarettes.
WERE SO blamed good.
HE BAITED a hook.
WITH ONE of them.
AND CAUGHT a whale.
PARTICULAR FISH, he says.
HIMSELF AMONG them.
ARE JUST the sort.
THAT THEY satisfy.

MANY a cigar smoker will agree that Chesterfields "satisfy." They let you know you're smoking. And yet they're mild — mild and smooth. What's the secret? Just knowing how to blend choice Turkish and Domestic tobaccos—just right!

They Satisfy **Chesterfield** CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Tobacco Patents Granted

No. 1,347,204. CIGAR HOLDER. William H. Bridges, Cincinnati, Ohio, patentee.

Patent for a cigar holder having an internal recess near the outer edge of the socket, a finger normally seated in the recess, a spring arm upon the exterior of the holder projecting inward and engaging the finger, and a means for pressing the spring arm inward to carry the finger out of its recess.

No. 1,347,403. TOBACCO-STEMMING MACHINE. Hans F. Richter, Winston-Salem, N. C., patentee. Patent assigned to R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

A tobacco-stemming machine having a pair of endless traveling leaf-holding belts, each face having a yielding face consisting of wire teeth, and the coacting arms of the belts holding and retaining the blades of the leaves during the stemming action, in combination with stem-gripping rolls which pull the stems from the blades of the leaves as the latter are carried along by the conveying belts.

No. 1,347,404. TOBACCO-STEMMING MACHINE. Hans F. Richter, Winston-Salem, N. C., patentee. Patent assigned to R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Patent for a tobacco-stemming machine having, in combination, a pair of stem-gripping rolls, one of said rolls having a knife and the other an opposing anvil for cutting across the stems, the knife and anvil being located at the terminus of the gripping surface of the rolls, and a traveling leaf conveyor which feeds the leaves and stems lengthwise of the rolls and brings the stems into position to be cut by the knife.

No. 1,347,530. PACKAGING OF TOBACCO PRODUCTS. John E. Williamson, Harry F. Popken and Alfred G. Vale, New York, N. Y., patentees. Patent assigned to American Tobacco Company, New York, N. Y.

A box-like container having a bottom, parallel side walls and parallel end walls in substantially continuous contact with each other along their meeting edges to form a body portion with closed sides and bottom and an open top; a cover therefor comprised of a pair of oppositely-foldable flaps united with the side walls, but normally free from each other and from the end walls and adapted when in closed position to have their free longitudinal end portions parallel to and intermediate the side walls of the container.

No. 1,347,816. MEANS FOR FACILITATING THE WITHDRAWAL OF CIGARETTES OR THE LIKE FROM THEIR CASES. Alexander McKellar, Greenock, Scotland, patentee.

In the means for the withdrawal of cigarettes and the like from their cases, a magazine composed of light metal, rear wall part, lateral sides, canopy and bottom; a central partition plate constituting two chambers of compartments of unequal length, the plate having a downward extension in order to connect it conjointly with the hinge of the case, jointed levers connected each with the rear wall of the magazine, and one to one leaf of the case and the other to the opposite leaf.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

No. 1,348,057. CUTTING ATTACHMENT FOR CIGARETTE MACHINES. Frederick C. Schonert, Salem, Va., patentee. Patent assigned to Comas Cigarette Machine Company, Salem, Va.

In a device of the character named, the combination of a cutter shaft and its cutter, a casing within which said cutter shaft is eccentrically journaled, means for moving said shaft back and forth within the casing, and means for imparting a rotary motion to the casing and thereby giving an eccentric movement to the cutter shaft.

No. 1,348,467. TOBACCO-LEAF STRETCHING AND SIZING MACHINE. Benjamin J. Kahn, Elizabeth, N. J., patentee.

In a machine of the class named, having means for feeding along tobacco leaves of varying lengths and stretching the leaves, and means for receiving from the feeding means leaves of respective pre-determined lengths and delivering the same to locations selected therefor, and whereby the leaves become stretched and sized and the leaves of the respective pre-determined sizes collected together, the combination of means whereby the mechanism for feeding along the leaves of tobacco is moved intermittently.

No. 1,341,295. MATCH-HOLDERS FOR TOBACCO BOXES. Albert C. Burtis, Mt. Vernon, N. Y., patentee.

A tobacco box having a counter-sunk bottom with side beads, combined with a match-container attachment to the box having sliding engagement with the beads and forming a temporarily permanent attachment, and a cover to said container attachment closely fitted thereto beyond the end of the tobacco box, the cover being bodily removable to give access to the matches in the container, the cover being provided with parallel grooved flanges merging together at one extremity to form a stop.

No. 1,349,147. CIGAR. Elbert L. Couch and George H. Conners, Hartford, Conn., patentees.

Patent awarded for a cigar which is provided with a combination lighting and advertising member, the advertising means being adapted to light said member.

No. 1,349,248. CIGAR PIERCER. Piotr Zera, Schenectady, N. Y., patentee.

A smoker's implement comprising a tubular handle, a rod slidably engaged therein, a needle extending from the rod, means for projecting or retracting said needle within the handle, a detent operated by the retraction means, the detent being engageable with a slot formed in the handle; a knife blade pivoted at the end of the tubular handle opposite the needle, and means formed with the rod adapted to hold the knife blade when in a closed position.

No. 1,349,276. TOBACCO PIPE. Harry J. Hays, Alexandria, Va., patentee.

This patent is for a combination with a tobacco pipe of a cover having a reflecting surface on one face thereof, the cover being adjustably attached to the pipe in such a manner as to enable the operator to arrange the reflecting surface so that the light from the burning tobacco will be reflected to the eye of the smoker.

No. 1,349,293. SMOKING PIPE. Richard E. Perkins, Joplin, Mo., patentee. Patent assigned to A. H. Lanyon, Pittsburgh, Kan.

A pipe comprising a bowl, a removable cap closing the bottom of the bowl, the side wall of the bowl having its lower portion reduced in thickness from within, and a collar of infusable material snugly fitted within the lower portion of the bowl and spaced from the applied cap, the lower marginal portion of the collar being provided with a rabbet, and a stem for the bowl having a draft opening in communication with the rabbet of the applied collar.

Mrs. Fox was bragging one day about the large number of her cubs.
"How many cubs do you bring into the world at one time?" she asked the Lioness.
"Only ONE," replied the Lioness—"but it's a LION."
MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!
MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.
But they wouldn't be MURADS—they'd only be Foxes!
"Judge for Yourself—!"
Special attention is called to Murad 20s in Tin Boxes

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 303 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

VUELTA SEED:—41,826. For leaf and scrap tobacco only. August 12, 1920. S. Loewenthal & Sons, New York City.

GONZALO P. CALVO:—41,827. For cigars. August 16, 1920. Gonzalo P. Calvo, Tampa, Fla.

FLOR DE MANUEL MEMBIELA:—41,828. For all tobacco products. August 17, 1920. Moehle Litho. Co., Brooklyn, N. Y.

TAHQUAMENON:—41,813. For cigars. August 7, 1920. Fred. Beaudin, Newberry, Mich.

TRANSFERS

DON CALVO:—36,330 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1911, by Amer. Litho. Co., New York City. Transferred to Sargent Cigar and Plantation Co., Bridgeport, Conn., January 18, 1912. Re-transferred to Yost Cigar Factory, Inc., Bridgeport, Conn. Re-transferred back to Amer. Litho. Co., New York City, June 20, 1920, and transferred by Amer. Litho Co. to Messrs. Determan & Co., Inc., New York City, June 26, 1920.

TAMPA DANDY:—29,833 (Tobacco World). For cigars, little cigars, chewing and smoking tobacco. Registered February 24, 1914, by B. F. Russell, Valdosta, Ga. Transferred to Max C. Cook, Tampa, Fla., March 27, 1919, and re-transferred to Mrs. T. H. Wilcox, Tampa, Fla., August 9, 1920.

ENRICO CARUSO:—29,503 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 12, 1904, by George Schlegel, New York City. By various transfers acquired by San Telmo Cigar Mfg. Co., Detroit, Mich., March 6, 1909, and re-transferred to Riese Bros., San Francisco, Cal., October 14, 1918.

EL CAPRINO:—22,361 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered March 22, 1900, by F. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

HIGH DADDY:—7201 (Tobacco Journal). For cigars. Registered December 1, 1886, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

SLIM JIM:—(Tobacco Journal). For cigars. Registered December 17, 1886, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

APOLLO:—(Tobacco Journal). For cigars. Registered December 1, 1886, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

JOLLY THUMBIT CLUB:—31,343 (Tobacco Journal). For cigars. Registered February 13, 1906, by Fred Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920

FLOR DE MARTEL:—26,170 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered November 14, 1902, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

EL DARBY:—26,171 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered November 14, 1902, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

HANDSOME HARRY:—(Tobacco Journal). For cigars. Registered January 12, 1887, by Fred. Hummel, Brooklyn, N. Y. Transferred to Louis Hummel, Brooklyn, N. Y., June 14, 1920.

EPIGRAM:—(Trade-Mark Record). For cigars. Registered March 16, 1887, by Lichtenstein Bros. Co. Transferred by General Cigar Co., successor to Lichtenstein Bros. Co., to Walter J. Schloss, Passaic, N. J., June 9, 1920, and re-transferred to Locke, Inc., Passaic, N. J., August 3, 1920.

LA SORETTA:—19,036 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 15, 1909, by Calvert Litho. Co., Detroit, Mich. By various transfers was acquired by Merriam Segars, Inc., and re-transferred to Dolores Cigar Manufactory, New Orleans, La., July 13, 1920.

EL VICTOR CIGAR FACTORY:—21,230 (Tobacco World). For cigars. Registered December 12, 1910, by The El Victor Cigar Co., Jacksonville, Fla. Transferred to Antonio Martinez, Jacksonville, Fla., January 27, 1914.

EL QUEENO:—26,138 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered November 7, 1902, by Wm. Steiner Sons & Co., New York City. Transferred to St. Louis Cigar Box Co., St. Louis, Mo., and re-transferred by Wiedmann-St. Louis Cigar Box Co., to El Queeno Cigar Co., Chisholm, Minn., June 17, 1920.

DAN O'BRIEN:—35,175 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered October 14, 1908, by D. F. O'Brien, Buffalo, N. Y. Transferred to Dan O'Brien Cigar Co., Buffalo, N. Y., March 1, 1917, and re-transferred to E. M. O'Brien, Buffalo, N. Y., July 1, 1920.

DICK KERR'S EXPERIMENT

The editor of London "Tobacco," in his August editorial writes in part as follows: At a recent convention of the Tobacco Association of the United States, the secretary said he was not an alarmist, but "the professional reformers must have employment, and now they have elected to attack tobacco." He called upon his colleagues to fight the anti-tobacco movement before it was too late. This, he said, should be done by counteracting propaganda designed to prejudice the public against the use of the weed.

The United Kingdom is not the U. S. A., and "reformers" here cannot count upon the emotional waves which put extreme legislation on the statute book, but it does behoove our trade here to watch events and make sure that trusty weapons are ready in case of need. Valid reasons for smoking are not invited by the smoker. He knows. But they are wanted in an argument on the subject, and few better ones could be adduced than that smoking helps industrial output. We refer to the fact that "smoking time" at Messrs. Dick Kerr's large works at Preston has proved such a success that the experiment is being extended. Three months ago the men were granted permission to smoke 15 minutes each morning and afternoon. The management have now decided to allow smoking from 9 to 10.30 A. M., and from 3 to 4.30 p. m. The grant of the privilege has resulted in increased output.

GOVERNMENT ESTIMATES

The United States Bureau of Agriculture reports on tobacco, that the crop this season shows the effect of late setting, unfavorable growing weather and lack of cultivation due to labor shortage; insects have also been active. The condition on August 1 was 89 per cent. of a normal, indicating a yield of 1406 pounds per acre and a production of 53,569,000 pounds, as compared with 54,500,000 pounds, last year's final estimate and 55,704,000 pounds, the average production for the past ten years.

A NEW CIGAR MOLD COMPANY

On another page will be found the ad of the Standard Cigar Mold Company, a new concern in a business which for some years past has been entirely in the hands of one firm.

Cigar manufacturers now have an opportunity to secure their molds from more than one company, which will very much facilitate matters.

This competition removes the cigar manufacturer from the great disadvantage of having only one source of supplies and where a fire or strike would cripple the industry for months. It will also doubtless help the delivery of orders which for some months past have been very tardy.

Cigar manufacturers in need of molds will do well to make inquiry of this new company and to give them every possible encouragement. By so doing the cigar manufacturers will assure themselves of more than one source of cigar molds.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & FLATBUSH AVENUE
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Box Supply Co.
NEW YORK

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22ad St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 13

The TOBACCO WORLD

SEPTEMBER 15, 1920

LIBRARY
RECEIVED
SEP 23 1920

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

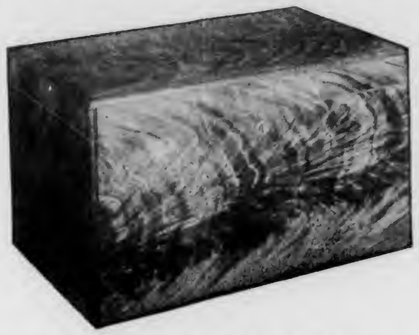
THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

WILLIAM BLACK & COMPANY

311 East 94th Street, New York City



Manufacturers of AROMATORS *in all sizes & finishes*

The Only Way to Preserve the Freshness and Quality of Cigars

WRITE FOR QUOTATIONS

"Wherever Gentlemen Are"

Sold Everywhere
Good Anywhere

EL ROI-TAN

PERFECT CIGARS

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR

— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Treasurer
ASA LEMLEIN, New York	Secretary
CHARLES DUSHKIND, New York	

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

NOTICE—A CHANCE TO MAKE MONEY. Send to us and get fifty (50) of our fine First Class cigars for Three Dollars ($3), and be convinced. Anheier Brothers, Monticello, White Co., Ind.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

1000 cigar manufacturers' bill-heads or statements, engraved printing, $3 cash, post-paid. Specialties. Solliday's, Knox, Indiana.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

WANTED—INQUIRIES FROM MANUFACTURERS WHO make 10-cent cigars and who can furnish from 1 to 10 cases a week. Address Clarence M. Diehl, sales manager, P. O. Box 140, York, Pa.

WANTED—Someone to strip tobaccos for a large concern. Address Box A-213, care of "Tobacco World."

WANTED—TO BUY SOME SECOND-HAND LIBERMAN Suction Tables and Liberman XX Bunch Machines. Both must be in good condition. Address Box A-214, care of "Tobacco World."

The Tobacco World

Established 1881

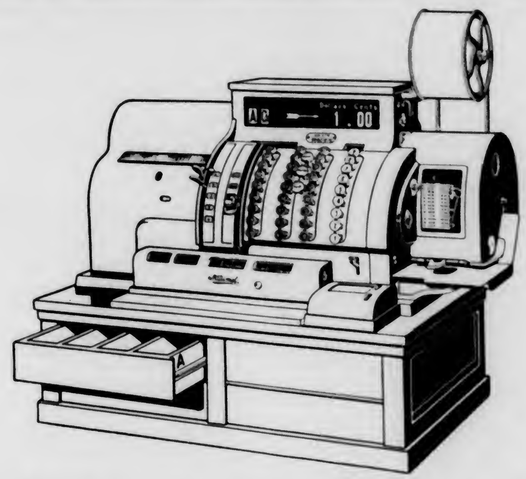
Volume 40 | September 15, 1920 | No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.



This National Cash Register shows

① The business handled by each clerk
② The business in each department

With this register you know which clerks are the most valuable. You can fix wages on actual selling records.

It gives you printed and added records which you need for a profit-sharing or bonus system. This makes your employees vitally interested in increasing your business.

This register tells which departments of your business are making the most profits.

It tells when a department is not producing as it should. You know when to start a selling campaign to put any department back on a paying basis.

It is the best way to get the facts you must have about your business

We make cash registers for every line of business. Priced $75 and up.

NATIONAL
CASH REGISTER CO.
DAYTON, OHIO.

TRADE C.P.F. MARK
ESTABLISHED 1851
THE ITALIA pipe will put pep into your pipe sales which will make you wish you had featured it long ago. We make many styles of pipes, but we are urging this particular brand because it sells fast and often at a price which means a substantial gain, and that is what interests you.
KAUFMANN BROS. & BONDY
The Oldest Pipe House in America
33 E. 17th Street New York, N. Y.
ITALIA
SEASONED ITALIAN BRIAR ROOT
STERLING SILVER BANDS + SOLID VULCANITE MOUTHPIECES

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

THE STANDARD CIGAR MOLD CO.

No. 90 WALL STREET, NEW YORK CITY
PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS

Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured

Price

10 section $2.25
20 " 2.50 } F. O. B. New York

5% Discount allowed on all orders accompanied with remittance

Volume 40

THE TOBACCO WORLD

Number 18

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1920 Foreign $3.50

EDITORIAL COMMENT

DUE to conditions absolutely beyond their control, many cigar manufacturers have been compelled to advance the price of their cigars. This has involved an increase in the retail price.

This move places a great burden on the retail cigar dealer, for it puts him in the position of having to explain, in many cases, something that he knows nothing about. The usual answer to the consumer's inquiry regarding the higher price is, "Well, they cost me more." That, however, is hardly a satisfying answer.

The General Cigar Company, Incorporated, is doing something for the entire trade in its newspaper advertising beginning the 20th. This company is going direct to the consumer and telling him why prices must be higher.

We cannot agree with those optimists who think that cigar prices can keep on mounting and that orders and sales will remain normal.

But when there is nothing left to do but advance the price the least that can be done is to relieve the retailer of some of this burden by going direct to the consumer with the story.

What we need is more educational advertising to the consumer. He appreciates and remembers the brand when its advertising tells him facts he wants to know.

CIGAR box manufacturers have recently been advised of an advance of about twenty-five dollars per thousand feet on redwood cigar box stock. This material has been practically out of the market for some little time, and the offerings now being made are being snapped up with great rapidity.

While the whole country is looking for a gradual recession in the high prevailing prices, cigar box lumber in general remains firm. The leading cigar box lumber men of the country state that the outlook for increased production of logs and lumber shows no signs of encouragement.

While the movement of lumber is a little better at this season of the year, the lumber concerns are holding the cigar box manufacturers to about the same amount of stock as they were given in 1918. Reports from the lumber camps indicate that there is no hope at this time for increased production, and that for the present, in order to take care of all their customers, each cigar box manufacturer will have to be satisfied with his allotment.

This is not very encouraging for the cigar manufacturer, but the cigar box men are doing everything in their power to get increased production.

Cigar box manufacturers claim that the elimination of one-sixteenth sizes over even one fourths will mean a saving of five per cent. in the cigar box lumber used. In the Middle West many cigar manufacturers have been convinced of the economy of this step and have adjusted the cigar sizes accordingly.

"HE MUST BE DOING A FINE business, because his store is full and bulging with stock." That is what one dealer said to himself as he looked into the store of a competitor.

If your brain should react the same way in going into a similar store, you too might draw an incorrect conclusion from a promising premise. A store packed with goods is not necessarily a sign of prosperity. It may simply be old fashioned, and its trade may be drying up.

The old-fashioned merchant was a good-natured chap and an easy mark for shrewd salesmen. When these salesmen saw that he had vacant space they all spread themselves to sell him all the goods they could until his store was packed. And the poor fellow often fell for it.

Consequently he had dead horses, and shelf-worn stock, and dust collectors. Likewise he had all his money tied up where it was sluggish as molasses in winter.

The modern dealer don't do so. He studies the wants of his people closely as a government expert studies an income tax blank. He buys what they want and he buys in small quantities. He buys for cash or short time so he gets the best prices, terms and goods.

Having small quantities he has a large variety, so he can please all tastes. Then he carefully studies his turnover, watches his sales like a hawk, finds what people prefer, and displays, pushes and sells those turnovers for all he is worth. And trade is good with him, thank you.

MARTIN STORE AT IOWA STATE FAIR

The "Daily Times," of Davenport, Iowa, had a cut of the Martin Cigar Company's store at the Iowa State Fair. It formed a very handsome exhibit.

FRINGS BROS. ACQUIRE FACTORY SITE

Frings Brothers, the West Philadelphia manufacturers and distributors of cigars, have acquired several lots at Thirty-third and Chestnut Streets upon which they will erect in the future an up-to-date cigar factory. The area includes 50 by 150 feet on Chestnut Street and 145 by 90 feet on Ludlow Street.

SOUTH CAROLINA MARKETS

The "Western Tobacco Journal," of September 13, says that a Winston-Salem, N. C., auctioneer who has been selling tobacco in South Carolina has returned home. He states that all of the South Carolina markets have practically finished the season. The market where he officiated sold about the same number of pounds as last year with an average of two cents better.

MARCELINO PEREZ DEAD

The cigar trade of the United States will regret to learn of the death on the 16th, of Marcelino Perez, of Marcelino Perez & Company, one of the older cigar manufacturers of the country and one of the finest characters that has ever graced the industry.

Mr. Perez is survived by four sons and one daughter. Manuel and Joseph Perez, two of the sons, were associated with him in business.

GENERAL CIGAR COMPANY ADVANCES PRICES

A step in the right direction is the newspaper advertising appearing throughout the country beginning the 20th, calling the attention of the consumer to the advance in the retail price of "Robert Burns" cigar, manufactured by the General Cigar Company, Incorporated.

The advertising is educational and points out in detail the causes which have resulted in the advance. This is one of the healthiest advertising campaigns in a long time, and shows a broad vision on the part of this company.

AN ENGLISH VIEW OF CIGAR SMOKING

Different countries have usually developed a fashion of their own. In Germany and America the cigar is the smoke of preference in a sense that England has never known. The cigar-smoking habit, compared with pipes and cigarettes, has always been rather severely restricted in this country and has been the mark of the well-to-do and of the working man on Sundays and holidays. Cigarettes only made their way slowly in this country after they, along with cigars, had become the habitual smokes of France and Italy. The war converted everybody to cigarettes in a thoroughgoing way, which few people in the tobacco trade could have predicted. The present after-war position in this country sees the great mass of smokers still smoking cigarettes; the cigar has received a fiscal set-back which, though only applying to imported cigars, has an effect upon all cigars, and there is a movement towards increased pipe-smoking reflected in the sale of pipes and smoking mixtures. If some proportion of cigar smokers are taking to pipes an opportunity exists for an Havana mixture to be pushed as a substitute for the cigar.—London "Tobacco."

CONSOLIDATED TAKES OVER "44" CIGAR CO.

The negotiations which have been going on for some time between the Consolidated Cigar Corporation and the "44" Cigar Company, are stated by President Sam Gilbert to have been concluded. By this deal the Consolidated acquires two nationally known brands and production of upwards of 100,000,000 cigars annually.

TOBACCO CROP IN WESTERN GREECE

American Consul George K. Stiles, in a recent report, states that the 1920 tobacco crop in western Greece is only fair. The quantity is estimated between 4000 and 5000 tons, with prices ranging from 4 to 14 drachmas the kilo (1 kilo = 2.204 pounds; 9 drachmas = $1). The principal tobaccos grown in western Greece are known to the trade as myrodata, tsebelia, aromatic, palofylla, and ntogues.

The 1918-1919 crop was about 6000 tons, or 1000 tons above the present year's output. Last year's increased production was attributed to the increased American demand, which is much weaker this year.

There has also been a great decrease in orders from Egypt, the Netherlands, Switzerland, and especially Germany, which had been expected to buy largely.

The American demand centers on the aromatics, the choicest carrying a leaf not more than five or six inches long, bright yellow, light in weight, and extremely fragrant.

During the first three months of 1919 tobacco to the amount of 710,600 pounds left Patras for New York. In the first quarter of 1920 the amount was 425,591 pounds. The present market is decidedly sluggish, and there seems strong reason to believe that American buyers are reluctant to take on more stocks at ruling prices.

THE SMYRNA TOBACCO CROP

The American vice-consul at Smyrna says in a recent report that all reports received up to date have been most favorable for the tobacco crop of 1920, and it is estimated that this crop will amount to approximately 10,000,000 okes (28,200,000 pounds), which figure represents tobacco grown inside and outside the zone of Greek occupation. The 1919 tobacco crop amounted to approximately 6,000,000 okes (16,920,000 pounds), grown only in the occupied zone.

According to reports received, there are about 120,000 deunums (80,000 acres) of tobacco land under cultivation this year in the regions held by the Greek Army, and about 12,700 deunums (8500 acres) outside this area.

Stocks on hand in Smyrna on June 30 amounted to 7,800,000 okes (21,996,000 pounds), which figure includes older tobaccos than those of the 1919 crop. Exports from Smyrna since January, 1920, have been as follows: January, 3,249,204 pounds; February, 2,267,844 pounds; March, 2,045,628 pounds; April, 1,313,556 pounds; May, 881,814 pounds; and June, 1,230,504 pounds.

TOBACCO BUSINESS IN THE FAR EAST

It is asserted in the columns of the "World Salesman" that the prospects for further progress and development of the leaf-tobacco business in the Far East are undoubtedly great, although business is rather restricted at present. In Japan the entire tobacco business is controlled and directed by the Japanese Tobacco Monopoly Bureau, which manufactures practically every kind of cigarette and cigar tobacco, importing quantities of American, Chinese, Manila, and Turkish tobaccos.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington Bureau,
THE TOBACCO WORLD,
622 Albee Building.

TOBACCO growing and manufacturing are important industries in Algeria, according to a report just received by the Bureau of Foreign and Domestic Commerce from the American Consulate at Algeria.

The French State monopoly does not apply to Algeria, but during the past few years the French government has requisitioned a large portion of the tobacco crop. Until recently, the exportation of Algerian leaf tobacco has been prohibited, but it is reported that the decree of September 10, 1915, imposing the embargo, is about to be repealed.

The pre-war production of tobacco in Algeria was approximately 9000 metric tons, of which one-third was destined for domestic consumption, slightly more than one-third being taken by the French monopoly, and the remainder, about 2500 tons, exported to Tunisia, Morocco, Indo-China, Madagascar and other countries. During the war production was greatly increased, 15,000 tons being produced in 1917, while 24,000 tons were produced in 1918, fifty per cent. of which was requisitioned by the French government.

While considerable tobacco is imported, local factories make up about a third of the native crop for domestic consumption. In 1915, the last year for which statistics are available, Algerian factories produced 33,000,000 cigars, 35,000,000 packages of cigarettes and 73,000,000 packages of smoking and chewing tobacco and snuff. In addition they manufactured for export 12,000,000 cigars, 66,000,000 packages of cigarettes, and 38,000,000 packages of smoking and chewing tobacco and snuff. The total output of the factories was valued at $4,246,000. Since 1915, while no detailed figures are available, it is known that there has been a marked increase in manufacturing, and in 1917 there were 60 manufacturers, about one-half of the establishments being of importance and equipped to modern facilities, over 4000 persons being employed.

The native tobacco is rather neutral in quality and requires mixing with American or other tobacco to give it character. The Algerian tobacco products are low-grade; cigarettes retail mostly at prices ranging from one-third to one-half franc per package of 20. Few American cigarettes are sold in Algeria, as they are too high in price, not only on account of the duty, but especially on account of the prohibitive exchange. Foreign tobacco is supplied mostly by British firms, but the return of exchange to normal might open up a field for cheap American products.

***

The bureau of insular affairs of the War Department has reported that the Philippine Islands exported 29,446,525 Manila cigars during the month of June. The wide popularity which Manila cigars are achieving throughout the United States, it is declared, has given great impetus to the industry.

***

With twenty-seven representatives at work in various foreign countries, the Bureau of Foreign and Domestic Commerce of the Department of Commerce is forging steadily ahead with its self-imposed task of breaking open a way toward a larger foreign business for the American manufacturer and exporter. A steady stream of reports on business conditions, financial and crop prospects, needs for various commodities, etc., is flowing toward the bureau's offices in Washington from every section of the world.

As a result of the unflagging efforts of these emissaries, our export trade is double that of pre-war times; while much of this increase, of course, is due to the war and the consequent needs of the world for commodities to fill stocks depleted during the five years of conflict, many commodities are being sold abroad today that would not have found a foreign market had it not been for the work of the bureau.

The Chinese business of one textile machinery concern alone is a good example of this work. For a long time the commercial attache at Pekin urged that some such company send a representative to China. The bureau tried to interest several companies in the project, only to be refused on the ground that the business which might be derived would not justify the expense. By keeping at it, however, the bureau finally induced one company to send a man across the Pacific; he stayed in China a year and when he came back he had contracts for machinery aggregating $16,000,000. Similar stories might be told of any number of other commodities.

The "digging up" of business in this way, however, is only a small part of the work of the bureau's foreign representatives. Much of their most valuable data deals with conditions—financial, economic and political, in the countries to which they are assigned. Our foreign business is not all one way—our imports are tremendous—and the difference between an advantageous "buy" and an unprofitable purchase often hinges upon the report of some foreign representative that the present is or is not a favorable time to purchase for importation.

The tobacco trade is among the industries most interested in this sort of a service. Our foreign business, both import and export, in tobacco is tremendous. Increases and decreases in export and import duties of the various countries result in changing the cost of tobacco products manufactured with imported tobacco for consumption in this country and help to determine the price at which goods can be offered to buyers abroad. Such changes are regularly reported to the bureau, together with crop conditions, financial

conditions affecting tobacco and opportunities for extending the sale of American tobacco and tobacco products in various countries.

At the present time our foreign force is comprised of eighteen trade commissioners, seven commercial attaches and two representatives of the bureau who are assigned to the American missions in Berlin and Vienna, respectively. The trade commissioners are assigned to Brussels, Buenos Aires, Constantinople, Copenhagen, Johannesburg (South Africa), London, Lima (Peru), Madrid, Melbourne, Mexico City, Paris, Pekin, Prague (Czecho-Slovakia), Rio de Janeiro, Rome, Singapore, Warsaw and Zurich. The commercial attaches are stationed at The Hague, London, Paris, Pekin, Rome, Santiago (Cuba) and Tokio.

But for the failure of Congress to provide the necessary funds last year, the bureau would have at least a half-dozen more representatives in countries with which the United States could build up an important business. Efforts were made last year to secure funds for this purpose, but without avail. Another attempt to secure an appropriation will be made when Congress reconvenes in December. There are a number of countries, not only in Europe, but in other continents as well, where we should be represented commercially, in the opinion of the Secretary of Commerce. The increased business with such countries which would result from this representation would more than cover the expense of sending out men.

C. L. L.

POLITICS AND BUSINESS

"Smoke," is a bright little tobacco trade magazine published in Seattle, Wash. We think the following article from the September number contains very good advice:

"The presidential campaign will soon be in full swing. There is likely to be much partisan bitterness. Some people take life so seriously that they would not buy a pound of nails from the hardware dealer who belongs to a different church or lodge or political party from them. Therefore, it is wise to avoid all political discussions in the store during business hours. It is almost impossible to remain cool and judicial when arguing for or against the League of Nations or the Protective Tariff or Intervention in Mexico. The prospective customer with whom you may become embroiled in a debate on the Democratic or Republican platform is likely to lose his temper and quit trading with you. There are plenty of safe topics for conversation. Do not mix politics or religion in your business.

MANILA CIGARS

Charles A. Bond, 172 Front Street, New York City, has sent us a handsomely printed and very interesting pamphlet, containing a review of Manila cigars in the old times and the present. The beautiful photographs are a revelation to those who thought that the Philippine cigar factories were mostly sheds, with a mob of half-clothed native workers.

Many of them are palatial structures, equipped, as the photographs of the interiors show, with the most modern machinery for making cigars and cigarettes and the most complete equipment for comfort and ventilation.

Notes and Comment

The Godfrey Tobacco Company, of Enid, Okla., has been incorporated with a capital stock of $50,000 by D. V. Godfrey, W. A. Price and G. W. Cook.

The Tobacco Products Corporation has declared a quarterly dividend of 1¾ per cent., payable October 1st to stockholders of record September 20th.

The Sears Tobacco Company has been organized at Durham, N. C., with a capital of $100,000. I. L. Sears is president and Earl Sears secretary and treasurer.

The Pakot Company, manufacturers of cigarette making machines has been incorporated at Rochester, N. Y., by J. F. Marx, A. A. Kirchhoff and W. J. Rolfe, with a capital stock of $50,000.

A petition in bankruptcy has been filed against the I. B. Krinsky Est., Inc., manufacturers and importers of cigarettes, 135 Grand Street, New York City. It is said that the liabilities are about $150,000 and the assets about $50,000. E. Bright Wilson has been appointed receiver.

The Selak & Hoffman Incorporation has moved into its new factory building at Fifth and Orange streets, Wilmington, Del. The plant is a four-story building which has been entirely remodelled for cigar manufacturing. With the factory going in full operation it will be one of the most complete in the Wilmington section.

The committee composed of Arthur Stern, representing the Metropolitan Tobacco Company; José Diaz, of the Preferred Havana Tobacco Company; Harry Konweiser, Julius Klorfein and Asa Lemlein, representing the E. H. Gato Cigar Company, appointed by the creditors of the R. B. L. Cigar Company, decided to let the business continue for the present in the hands of the receiver.

The Pennsylvania Crop Report of the United States Department of Agriculture, under date of September 9th, states that weather conditions have been extremely favorable and the crop has made a wonderful growth during the past month. However, continued wet weather has developed rust in some cases. The condition of the crop on September 1st was 92 per cent. of a normal, indicating a yield of 1481 pounds per acre and a production of 56,426,000 pounds as compared with 54,500,000 pounds, last year's final estimate, and 55,704,000 pounds, the average production for the past ten years.

RECENT INCORPORATIONS

The Plaza Cigar Company has been incorporated at Bridgeport, Conn., with a capital stock of $50,000, by Paul Goldberg, Meyer Lurie and Sam Haflick.

The Continental Waste Products Corporation has been chartered under the laws of Delaware with a capital stock of $11,000,000, to manufacture machinery for treating tobacco, etc.

Business Building

By a trained Business Man and Advertiser

Written especially for

THE TOBACCO WORLD

by A. E. Pharo

All rights reserved

DID YOU EVER ASK YOURSELF what it is you have to sell to the public? And did you wave your hand towards your showcase and shelves and tell yourself that the goods therein are what you have to sell? And then did you pull on your weed and feel proud of your wise answer?

That 'aint all by a jugful. The dealer who sells nothing but goods will dry up and blow away unless he is happily situated right in the path of the public. Why is it that men will walk out of their way and pass several stores to buy of Smith, when they could get the same goods at any store they pass at the same price as Smith sells?

You know that millions of men do this, and they do it every day.

I will tell you the reason why. They don't only buy goods of Smith. They obtain some of his personality also. Perhaps Smith is packed and jammed with Cheerfulness, and he is so full of it that it not only shows in his smile and in his pleasing words, but it is all the time issuing from him in invisible vibrations, which penetrate the emotions of all who come near him and impart a lot of cheerfulness to them. All unconsciously to both.

Or, instead of cheerfulness, it may be real kindness, and men come to him just like children go to their mothers to be patted and caressed.

That's what Smith sells. It's so subtle I can't describe it. But it's mighty valuable, and it pulls men to his store just like molasses draws flies.

HE SPREAD OUT TOO MUCH. He bit off more than he could chew. And he failed."

It was a man at a summer watering place who was talking, and he was talking of a dealer in your line. This dealer had a splendid stand; a good business. He made money and he made it fast.

But he didn't know how to conserve it. He had the opportunity to take on merchandise which would harmonize with his own business, and which could be handled in the same building and by his own organization. As his business grew he could have increased his lines of merchandise, increased the size of his building and increased his selling organization. Thus would he have gradually advanced in knowledge, experience and capacity, and he would have built up a cohesive business the size of which no one could foretell.

But instead he invested in an enterprise with which he was not familiar. It called for an enormous amount of his time and energy, and even then he was obliged to depend upon the people who were associated with him to conduct the outside business.

The result was that he was obliged to take money and time from his own legitimate business, which it badly needed. The venture staggered along, always with outstretched hands, calling for more money and more work.

Both went backward instead of forward, and when a crisis arrived they both threw up their hands and slumped. It was a wise man who said, "Put all your eggs in one basket, and then watch that basket with both eyes."

I'M NO PROPHET. I don't even pretend to be the son of a prophet, nor the seventh son of a seventh son. But I'm predicting that the young feller who just called on me soliciting work for an engraving house is going to make a business success.

'Cause why?

Because he had in his hand one of the lessons put forth by the Hamilton Institute of New York. He had put himself back one hundred and thirty-seven good dollars to subscribe to this course, and he studied while waiting for business men to be at leisure to talk to him.

This is a business course for business men, and it is worth the money. I know, for I have studied it. It is going to make many and many a young man climb to the top and sit in the big leather chair of the manager of big institutions.

Please permit me to say, who shouldn't, that you are getting in the Business Building Department hints, suggestions and ideas which are just as valuable as this course contains.

Let me ask you, Friend Dealer and Friend Clerk, to get mightily interested in this Business Building Department. For your own sake—not mine.

It may start in you a thirst for more business knowledge to meet the growing complexities of business. And then you may subscribe to one or more high-grade business journals, and occasionally buy a business book, and attend an evening business school. And then there is danger that you will grow in knowledge and usefulness; and danger that you may be advanced, and then advanced again, and still again. And the danger is very real that some day you may be the president of a corporation employing ten thousand men.

If you wish to escape these terrible dangers then you should skip the Business Building Department and confine your reading to the comic pages of the papers.

Port Collector Explains Taring System

IN reference to the practice of the Custom Service of taring separately each and every bale of tobacco, The Tobacco Merchants' Association, on having the matter brought to their attention promptly complained to the Collector of the Port of New York, who referred the matter to the Surveyor of the Port. This resulted in the following letter from the Surveyor, which speaks for itself:

(Names and identification references to importations are omitted.)

"I am replying to your reference to the letter . . . , relative to the system employed in ascertaining the tares on importations of tobacco.

The importer speaks of his experience with a lot of . . . bales of Sumatra tobacco . . . , and suggests that we return to the old system of taring 10% of these importations. Under the old rule this quantity was tared only when the tare given in the specifications furnished by the importer and the actual tare upon that percentage of the importation as ascertained by the weigher differed less than 12 ounces to the bale. If a greater discrepancy existed 100% of the importation was tared.

As a result of the investigations conducted by this office it was established that the actual tare of 45 bales taken at random, or approximately 10% of the importation totalled to 1762 pounds, a difference of 95 pounds, 4 ounces, or considerably more than 12 ounces to the bale. It would therefore have been necessary to tare all of this consignment under the old rule.

On another consignment of this same concern, . . . , consisting of . . . cases of tobacco, actual tare was taken on 52 packages at random. This amounted to 2009 pounds, 12 ounces, while the specified tare for these same cases was 2106 pounds. This represents a difference of 96 pounds, 4 ounces, which is again much more than 12 ounces per case, and would have again necessitated taring of the whole consignment.

Further investigations of other consignments for different importers, arriving at about the same time, showed in one instance an average shrinkage of 3 pounds from the specified tare. In another case the shrinkage was well within the old difference of 12 ounces per bale. This was true as regards . . . cases of tobacco . . . , where the actual tare and the schedule tare are very close together, differing in most cases only to the extent of about one-half pound. The variation in the case of 81 packages imported by . . . upon the same vessel . . . is also small.

Where there is a great difference in the tares it seems likely that they have been ascertained abroad and stenciled on the boxes or crates some time prior to the use of the containers. Thereafter they dry out and lose weight. Where there is little difference the coverings appear to have been weighed just before use.

This shows that there is a remedy in the hands of the importer; namely, ascertaining the tares upon proper scales immediately before the tobacco is cased. However, until there is an assurance that this is done, this office does not feel safe in recommending a return to the old system suggested, under which there was a possibility of great loss of revenue in ascertaining case tares.

Under the system now in use it has been customary to weigh first the entire package, then after removal of the bale to weigh the container.

In order to save time this office now proposes to have the bale removed from the case or crate and weighed without reference to the container. This will save another operation, and will result also in saving a great deal of time, and will in a large measure, I believe, remedy the conditions complained of."

Suggestions from importers on this question will be cheerfully received and acted upon with due diligence.

Complaint on Credit Restrictions

Washington, D. C.

A NUMBER of complaints are being received in Washington to the effect that the regulations of the Federal Reserve Board restricting credits are materially hampering manufacturers and exporters in expanding their foreign business. It is declared to be very difficult to obtain loans from banks on shipments of goods for foreign account, and the board is being urged to make some provision so that manufacturers and others will have less difficulty in securing funds with which to finance their foreign business.

Complaints of this nature have recently been received by the Department of Commerce from concerns who believe that the department, in line with its present work of expanding our foreign business, should attempt to secure some relaxation of the restrictions. The matter has been referred to the Federal Reserve Board by Secretary of Commerce Alexander, who has been advised that it will be taken under consideration.

DEER JIM. Sum days I wish I had a good soft job in a drug store like youve got where all you haf to do is to wash a few bottels and stik a cork in em and then go home to dinner. Youd ought to be a cigar store clerk once!

Does enneighboddy ever cum into your store and want to hav their munny back Jim? I gess if you ever get their munny theyd hav a fat chanse of ever seeing agen woodent they?

Well we giv fokes their munny back if they want it and we fix up everyboddy so theyer happie if we can, only Persy aint in faver of doing bizness like that and he haits to giv up enneigh munny once weev got it. Heze such a tite wad himself he cant see how the boss can stand it to let a doller go once heze got his hands on it.

The other day a man cum in and he had a big boomin voise and he sed to Persy, "Yung feller I got a bocks of cigars heer last weke and I pade 10 bux for them and when I got belo the top layer every dam cigar was busted on the end. Sumboddyd droppt the box and they was so dry they all busted."

"Yes," sed Persy. "Is that so. Its too bad."

"Its too dam bad," sed the man and his voise pretty neer shook the plaster off the roof. "What are you going to do about it?"

"Why," Persy sed, "Ide recommend you buy anuther bocks and kepe em in a saif place where they cant get nockt on the flore or enneighthing or get dried out. What was the brand?" Say it wood maik enneighboddy mad just the fishie way Persy sed it. I cood see the man getting madder and madder and I expected the boss to cum out of the offis enneigh minit.

Then that man begun to rore and sware and I gess he must hav bin a mule skinner in the army to get such a lot of langwidge that a ladie haddent ought to listen to and he wound up saying, "Youre a dam cheet and I pade for good cigars and they was all dri and busted when I got em home and I carried em careful in my hand all the way and Ime going to hav anuther bocks or Ile tear the hole insides out of this shop and pile it in the strete and set fire to it and thro you on top of the fire and send you to hell if you aint too grene to burn." I woodent dare Jim to write enneigh more of the things he sed.

And I herd the offis dore shut and the boss shut Dazie in and shut himself out and he cum to this man and he sed, "Good morning, sir. I am the propritor of this store and I am sorry you hav reseevd a bocks of cigars not all rite. We are alwys reddy to adjust enneigh complaint and if you will return what are left of the unsatisfactory lot of cigars we will be glad to giv you a full new bocks insted and we will see theyer all rite before you taik the maway." The man kep trying to say sumthing and so did Persy and the boss sed, "No, not a word of thanks. We are glad to do this. Its our regguler rool and this clerk knoze it only heze a natural born titewad and he cant see how I can ever giv up a cent I once get. Persy, get this gentelmun a fresh bocks of the cigars he wants and charge them to him and mark off the charge when he brings in whats left of the old bocks."

Well that man went out feeling all rite with his new cigars and the boss told Persy heed ought to of let him be put on the fier like the man sed and sent to hell and he told him heed giv him anuther chans to see if he cood get enneigh branes into his hed for his muthers saik. And that's how I found out Perseys muther is the bosses sister and thats the only reeson we nav the guy wisht on us and I gess the boss is tired emf of the job and wunt stand for menny more of Persys fool aekts.

I askt Bob how the boss cood afford to giv fokes new cigars or giv em back their munny and Bob sed "He coodent afford not to. If by paying the price of a bocks of cigars we can maik a customer stick to this store when we mite of lost him, its a good investment becaws it wood cost more than that to get a new customer and get him plugging for us. Its only once in a long time enneigh fire eeter like that guy cums along and its more offen they dont kick when weed rather they wood than hav em going around thinking weev beet em when we diddent hav enneigh ideeah of that ourselves."

So I gess this munny back if you want it stuf has cum to stay and if that customer keers on cumming weel get our munny back from him after a while and if he never cum back and went around kicking about our store then where wood we be? But I dont spoze you can teech that Persy enneighthing. If he wassent so big the sqwirrels wood of carried him off long ago.

They dont enneighthing sink into his brane if heez got one. He thinks its all just jaw hash and that noboddy knoze as much as he does.

(Continued on Page 30)

How it happened

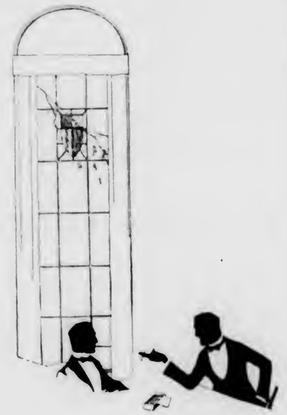
WHEN Captain X sailed for Europe he carried what seemed an ample supply of his favorite Pall Mall (plain end) cigarettes, with the belief that later he would be able to buy more of them in Europe. After supplying his friends with his usual generosity, he found in a short time his stock needed replenishing. But in the destitute villages of the interior this proved impossible, and he was obliged to substitute first one then another brand of the doughboy's cigarette.

NONE of these satisfied his taste for pure Turkish tobacco, but were free and easy to smoke. This started the Captain thinking. Why couldn't his favorite cigarette be made round and loose so that it would give the same volume of smoke, plus the satisfying taste he found only in Pall Mall?

BACK in America once more, the Captain came and gave us his idea—a big idea. He suggested that we make Pall Mall cigarettes round in shape, loosely rolled—a cigarette that does not have to be tapped, squeezed or loosened, a cigarette with a free and easy draught. A cigarette made from the famous Pall Mall blend of 42 Turkish tobaccos chosen for the richness and delicacy of flavor. Investigation proved his big idea to be in keeping with the ideas of thousands of other men who find greater pleasure in the easy pulling round cigarettes.

20 PALL MALL ROUNDS (plain ends) in the new foil box . . 50c

PALL MALL
FAMOUS CIGARETTES
Rounds



YOU, yourself, will understand why the new Pall Mall rounds have been an immediate success with thousands of men who find greater pleasure in the easy-pulling cigarettes. You will get the same satisfaction out of this combination of Capt. X's idea and the famous Pall Mall blend. Try them.

And you will appreciate that in packages of 20 you have two sales and two profits in the time of one—

"THEY ARE GOOD TASTE"

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

Waitt & Bond Blackstone Cigar Annual Outing

ASBURY PARK is accustomed to pretty girls but it doesn't often see a prettier crowd than the seven hundred Blackstone cigar factory girls who dazzled the beach on Saturday, September 11th.

The annual Waitt & Bond outing left Newark in a gaily bedecked special train of twelve coaches on the Central Railroad at 9 A. M. In addition to the factory operatives, there were about a hundred men from the mechanical department, as well as a full representation of office folks, chauffeurs, shippers, packers, tobacco handlers and general workers.

With the weatherman smiling his best, the crowd quickly donned bathing suits and the rest of the morning was spent in the surf or on the sand near the Casino. After a beach lunch the crowd spread through the dancing pavilions and amusement resorts and disported themselves as fancy dictated.

William E. Waterman, president; James M. Porter, vice-president and general manager, and C. A. Sullivan, treasurer of the company, were tireless in looking after the happiness of their big family. Philip M. Forristall, sales manager, did himself proud as a committee on refreshments. Transportation and general arrangements were in the hands of a committee made up of Marcus Conlan, advertising manager; Oscar L. Bunting, purchasing superintendent, and W. O. Goode, general superintendent.

The comfort of the girls was in the efficient charge of Miss "Betty" Miner, welfare superintendent, Nos. 2 and 3 factories, and Miss Blanche Decker, welfare superintendent, factory No. 1.

W. DeForest Knapp, auditor, acted as foster father for the big delegation of office employees.

At 8 P. M. the tired but happy crowd boarded special trains for Newark, enlivening the ride with songs and confetti battles.

Success Crowning Tampa's Efforts

THE strike is broken. True it hasn't been called off, but neither has the big steel strike that threatened to disrupt the country just a few months ago, nor the strike at the Oscar Daniels Company here last year, while folks are getting all the steel they want and Uncle Sam is getting a regular string of boats from the Daniels plant. True folks are not quite getting all the Tampa smokes they want, though, but they're beginning to get some and August's production showed about twenty-five per cent. of normal. The revenue stamp sales indicated an output of nearly eight million cigars in August. The average August has been about 35,000,000 cigars.

But that isn't all. The first seven working days of September witnessed an increase in stamp sales unprecedented in the past five months of the strike. The sales leaped up and beyond $30,000. It was more than twice the best previous week since the strike began and indicates an output of approximately 4,000,000 cigars.

Manufacturers claim that twenty-five per cent. of the cigarmakers are at work. They estimate the figure at 2000 in number, with perhaps another thousand in the various dependent crafts, such as packers, selectors, strippers, etc.

Corresponding as these figures do with the stamp sales, denials from union forces are not being well received.

Statements from union headquarters that all the cigarmakers have left town also received an awful jolt in the Labor Day parade, when close to 3500 cigarworkers were in line.

G. F.

Facundo Arguelles Dead

Tampa, Fla.

Facundo Arguelles, aged 71, senior member of the cigar manufacturing firm of Arguellez Lopez & Bro., one of the pioneers in the industry here, died September 3, at his home on Palm Avenue here. His daughter, Mrs. Ben Cosio, and other relatives were with him at the end.

Mr. Arguelles was a native of Spain, but had lived here for years. He was a director of the Exchange National Bank and member of the directorates of several Spanish and Latin clubs in the city, being prominent in both club and business life of the greater city.

The funeral was held Monday from the Sacred Heart Church.

He is survived by Mrs. Cosio, and two sons, James F. Arguelles, Grado, Spain, and Rodolfo Arguelles, New York.

G. F.

THEY WIN ON POINTS!!

As to quality, Manila Cigars meet every test.

Philippine Cigar Leaf is naturally Mild, Sweet, and Aromatic.

All Manila Cigars are Hand Made, Long Filler, and are manufactured under the MOST FAVORABLE CONDITIONS

No cigar is MILDER or BURNS MORE FREELY.

Quality cigars, pleasing to the eye and entirely satisfying to the taste, are now arriving from Manila in quantities to insure QUICK SUPPLIES and PROMPT SERVICE.

Prices that allow a fair margin of profit under present competitive conditions enable dealers to

MAKE MONEY ON MANILAS

List of Manufacturers and Importers on application to

Manila Ad Agency (C. A. Bond, Mgr.), 172 Front Street, N. Y. C.

Phone John 1428

LEAF MARKET JOTTINGS

IN Lancaster County the buyers are rapidly coming into the field. So far as reported the prices paid are much less than the growers expect. The "Lancaster Examiner" recently said that a local representative of one of the big houses claimed to have bought 100 acres of tobacco at 20 cents and less. That may have been true, but according to the statement no mention is made of the production of the contracts in evidence or of the character of the crop, so the agent might possibly have been bluffing; we have known agents who did bluff. The farmers who are financially able to hold on to their tobacco are advised to hold out for 30 cents or better.

The loose-leaf floor project appears to have fizzled out without any noise. The growers did not seem to take enough interest in it to encourage the promoters to keep up the agitation.

As to the crop, it is a grand one and the month of August produced an unusual growth. The leaves are the best and largest ever seen in the district. Even the hail-cut tobacco grew out finely. The damaged bottom leaves can be removed. It was topped high. Ordinarily tobacco is topped to produce thirteen leaves and in very dry weather, eleven or even nine. This year much of it shows seventeen, nineteen and even twenty-one leaves.

While the acreage is practically the same as last year, the weight will be far greater, amounting in many cases to as high an increase as 500 pounds to the acre.

The big rush of buyers into Wisconsin slowed down a little but the buying movement in Dane and Columbia counties, from 20 to 50 miles north of the Illinois line, according to the "Wisconsin Tobacco Reporter," was still going strong during the first week of September. The district has been pretty thoroughly gone over for crops of binder size.

While prices have varied, the range has been from 25 cents or a trifle below to 35 cents straight. The ruling price for tobacco that promises binder stock has been from 30 cents to 35 cents with fillers out at 10 cents. The good-will that prevailed last season between buyers and growers continues. There is not much bargaining. The buyers are offering fair prices and the growers are accepting them.

The harvest will continue through the whole month, so that most of the growers will be able to handle their crops with the help now available, with expectation of the usual drifters who float into the tobacco sections at the harvest season.

The best tobacco in the northern field is nearly all bought up but in the southern section it has been cleaned up in spots, while in other localities it has hardly been touched.

Prices quoted on twenty sales of from five to fifteen acres are as follows: six at 35 and 10; five at 34 and 10; two at 33 and 10; four at 32 and 10, and three at 30 and 10.

During the whirlwind buying of August the top figure reached was 45 cents, with many sales at 35 cents straight.

In the South scrap tobacco has been barred from many of the leadig markets of Virginia and the Carolinas. A correspondent says that the Virginia and the Carolina counties of the Old Belt never grew a finer crop, in quality, weight and color, and that the increased production per acre this year will bring the farmers more money in the aggregate than last year's, with a lower average price per hundred.

There has been an increased acreage of tobacco in Mississippi, with a small percentage of fine types, but a large amount of medium and common, as the farmers have not yet learned the act of growing, curing and handling.

On account of the lateness of South Carolina crops and the scarcity of freight cars, some of the markets that opened closed down and the eastern North Carolina markets also postponed their opening. Belated statistics from Georgia show that the average price received for tobacco in July, 1919, was 19 cents, and in July, 1920, 31½ cents. Last year the sales included a large amount of better grade tobacco, while this year there was very little of the best tobacco sold in July, so that the average is higher than the price indicates. The average for August will probably be a little above the July average.

The season closed at Ashburn, Ga., September 3d with the average for the season at $24.07. Florence, S. C., $24.47; Tummonsville, $26.50.

The Commissioner of Agriculture of South Carolina in his report states that the amount of tobacco sold during the month of July, 1920, on the markets of South Carolina was the lowest since 1916, the total number of pounds sold being 10,351,945 for $2,319,563.83, an average price per 100 pounds of $22.40.

Eleven markets in North Carolina, on the northern edge of the South Carolina tobacco belt, were open during July and sold 1,620,021 pounds for an average of $22.01 per hundred pounds.

Lexington, Ky., has been named as the headquarters of the Burley Tobacco Growers' Association. A sub-committee will prepare a charter to be submitted to the growers for ratification. A convention will be held at Lexington, September 30th, and the first annual meeting will be held on the first Monday of March, 1921. The organization will have no capital stock and its limit of indebtedness is fixed at $100,000. The membership will include growers of Kentucky, Indiana, Ohio and West Virginia.

(*Continued on Page 21*)

"His Master's Voice"

(*We've borrowed the Victor slogan*)

"GOOD WORK, JIM," is no unusual tribute from the "big boss" to the foreman of the cigar factory equipped with Model M Universal Tobacco Stripping and Booking Machines. Good work goes hand in hand with Model M Universal. It pleases the stripper and the cigar maker because it increases their daily production. Model M Machine is efficiency itself and it promotes efficiency, accuracy and saving in every cigar factory where it is installed.

[1500 cigar manufacturers using from one machine to 500 endorse Model M Universal in the highest terms. Get the complete story of this machine and what its low cost will save you. Ask us for catalogue and price list—now]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Zorilla 9*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

LETTERS FROM THE STORE KID

(Continued from Page 11.)

When a feller cant lern enneighthing from what heez told by fokes that kno moren he does, hows he going to get enneighwhere? If heez so stuck on his own ideeahs that heez shure even the boss is rong, gee heez going to be a ded one all his life.

I red in the Tobacko World paper the other day that its an awful slo way getting along just finding it out by expeerience and having to maik a lot of mistaiks before you kno the rong or the rite way to do enneighthing. It sed that a feller ought to be alwys lissening to what the rest hav to say and reeding about it in books and magazeens and then he cood proffit by sumbody elses mistaiks insted of having to maik them all for himself. But Persy he cant proffit by enneighthing. Heez got to hav it nockt into him and that woodent be so bad as it is if you cood even nock enneighthing into his bene. Heez like an old felier sed in the store one day that they wunt enneighthing stay in a mans hed after heez seventy but lice only Persy aint seventy yet and I gess he never will be becaws sumboddy will put an end to his yung life if he dont get wize and lern sumthing.

I got your letter saying you got a raze Jimmie becaws you bin there a yeer. Is that the only reeson the boss cood find for razing you. That aint much of a reeson but I gess you must hav lernd sumthing in a yeer all rite.

Yours til the boogel bloze

BILL.

TOBACCO WORKING IN HONGKONG

Tobacco-working in Hongkong has come to be one of the principal industries of the port, involving a considerable import and export, and employing many hands. The trade returns covering imports are not complete since a portion of the raw materials come from those ports in China which are not included in the statistics. The Hongkong figures show imports valued at $4,720,153 including cigars at $322,788; cigarettes valued at $1,468,544; raw leaf $2,884,196 prepared foreign $24,728; prepared native $19,809; and miscellaneous $88. To these imports, however, should be added something like $2,500,000, the value of the imports from South China not included in the above returns, making total imports of $7,220,153.

The exports were valued at $13,574,286, including cigars $854,977; cigarettes $6,340,862; raw leaf $2,858,112; prepared foreign $46,596; prepared native $3,458,774; and miscellaneous $14,964. Of the imports of raw leaf returned in the Hongkong figures the United States furnished $1,939,177; the Philippines $309,707; China $385,211, and Burma $173,386. China, as above indicated, really furnished the greater portion. Exports of cigars were mostly to North China; of cigarettes to China, the Straits Settlements, East Indies, Siam, and Indo-China; of raw leaf to Egypt, Great Britain, the United States, France, Holland, Belgium and various eastern countries; and of the prepared leaf to the Straits Settlements and North China, the former taking two-thirds of the whole. The American leaf is used almost entirely in mixtures by the large cigarette factory in Hongkong, and the Philippine leaf supplies much of the material for the large cigar factory in the port.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

LEAF MARKET JOTTINGS

(Continued on Page 18.)

Although the proposition for a Burley "cut out" was defeated by a vote of twenty-two counties against seventeen, a considerable acreage of tobacco land will probably be devoted in 1921 to food products. Though what the farmers will do next year is a thing that may be guessed at but about which there is no certainty. Food products may slump a lot before next spring, as many of us devoutly hope.

Recent rains rejoiced the growers of Lebanon, Paris and Lexington. The Paris advice says: "Just where they are going to put all the tobacco is a question confronting many growers, as they have not sufficient barn room."

The Burley and dark tobacco districts seem to be the only ones in the country that are doing much kicking. Recent official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red Burley, trash, $4 and $6 to $7 and $9; Lugs, common, $9 and $12; medium, $13 and $17; good, $18 and $22. Leaf, common short, $12 and $14; common, $15 and $18; medium, $22 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright Red. Trash, $7, $9 and $11. Lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25. Leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colony. Trash, $9 and $11 to $14. Lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

New Dark Crop. Trash, $6 to $8. Lugs, common, $7.50 and $8; medium, $8 and $9.50; good, $9.50 and $10.50. Leaf, common short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

"This is the Life Cigarettes"
The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate
Life CIGARETTES
EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

FISHING *isn't merely getting fish!*

IT'S getting sunshine. It's hearing singing brooks—it's feeling outdoors peace—it's letting go to get a firmer hold!

That's why Owl goes with me. Owl's just *made* for fishing—makes the sunshine mellower—makes the brooks sing sweeter. Like a good rod, Owl is carefully fashioned. Every leaf is aged to mellowness—a $3,000,000 leaf reserve attends to that. *Try Owl!*—that's my advice.

General Cigar Co., Inc.
DEPENDABLE CIGARS
119 West 40th Street, New York City

The OWL Brand
With the Brown Band

Points to Remember When Buying a Business

WHEN Tom Jones decides to purchase John Smith's business, stock, fixtures and good-will, and they agree upon the terms, amount, etc., Jones may think that the transaction is completed when he has paid the purchase price. Of course, the transaction is closed if all the laws have been complied with. But sometimes the sale of a business resolves itself into quite a complicated affair, because the purchaser is not familiar with the laws of the state in which the business is located.

If the buyer lives in one state and the business which he purchases is located in another state, it may happen that he knows very little about the laws of the state where he plans to do business, although he may be familiar with the laws of the state in which he resides. The laws governing the conduct of business differ in the various states. For this reason it is important that the purchaser of a business familiarize himself with the laws that are to govern his business conduct.

In a number of states there is a law that governs the sale of a business. This law is known as the bulk sales law, which absolutely protects the creditors of an individual or company should the business be transferred to other parties. Before this law was enacted the creditors used to worry as to how they would obtain payment when a business was sold, but now the creditors are protected and it is up to the purchaser of the business to see that the creditors are satisfied.

A case in point will illustrate how important it is for the buyer to know how he can be held liable under this law. In this instance Williams purchased a going business from Taggart. Williams did not know about the existence of a bulk sales law in that state, neither did he take the time to investigate. After the business was paid for Taggart went to another city and used the money to start another business. He did not pay his creditors or give them notice that he intended to sell his business.

When the creditors learned of the sale they located Taggart and brought suit for the amounts due them. However, a short time thereafter his place of business was destroyed by fire, and having no insurance, he lost everything. The creditors then paid no further attention to him, but started suit against Williams.

This was the first information Williams had that he was liable for the debts of Taggart. After consulting a lawyer he learned that under the bulk sales law he was to all intents and purposes the receiver of Taggart's business, just as though he had been appointed a receiver by the court.

If he had consulted a lawyer before purchasing the business he would have learned that it was his duty, at the time of the purchase, to demand of Taggart a sworn statement of his liabilities, and instead of paying him the full purchase price, the money should have been used first to pay all bills owing by Taggart.

When this case was brought to court, Williams claimed that the creditors could not collect from him because they had not obtained a judgment against Taggart. But the court held that "the starting of a suit against Taggart was only a matter of grace on the part of the creditors," and also cited the statute which provides that "any purchaser who fails to conform with the provisions of the (bulk sales) law, becomes a receiver and shall be held accountable to such creditors for all goods, wares, merchandise and fixtures that have come into his possession by virtue of such sale, transfer or assignment."

Williams lost the case and was required to pay all Taggart's debts because of ignorance of the law governing such transactions. The statutes in many states make the purchaser of a business liable for all obligations of the seller up to the value of the goods and fixtures that have come into possession of the purchaser by such sales.

These bulk sales laws were passed for the protection of the manufacturers and wholesalers against fraudulent sales. Such a law will not injure the purchaser, unless in making a purchase he fails to inform himself concerning the existence of such a law, and then acts accordingly.

No Demand for Dominican Tobacco

The American consul at Puerta Plata, Dominican Republic, writes that never in the memory of the local market has there been such a small demand for Dominican tobacco. Heretofore the various countries of continental Europe were keen competitors for this tobacco, as the low prices asked made it very desirable for the markets of those countries; but no Continental inquiries for material amounts of tobacco have been received for months past—and this regardless of the fact that the tobacco of the present crop is of good quality and can be procured as low as $0.05 a pound, while during the past few years $0.10 to $0.20 has been paid for local tobacco of lower quality.

The crop this year is a record one, and so far as estimates are available there will be a production of at least 60,000,000 pounds; but with no market and buyers offering only $0.02 or $0.03 a pound for tobacco on the farms this large crop is not of any benefit to the growers. Recently several dealers have gone to the United States, with the view of marketing some tobacco there, but it is feared that the high American import duties upon tobacco will deter any large sales.

Plenty of Cigar Box Lumber

THE Geo. D. Emery Co. can make immediate deliveries in unplaned cedar, and prompt deliveries in dressed cedar.

Emery CEDAR, carefully graded and manufactured, saves waste in cutting and increases production. The cigar box workers like it in the shop, and the all-cedar box is the best in the trade.

Emery CEDAR helps all around in the present strenuous times. Inquiries or orders, large or small, receive the same courteous attention.

The Geo. D. Emery Co. are importers of the finest Spanish Cedar Logs.

Manufacturers of Solid Cedar Lumber and Thin Cedar Veneer.

GEO. D. EMERY COMPANY

220 Eleventh Avenue **New York City**

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,351,683. SMOKERS' PIPE. Nathan H. Price, Shannon, Ala., patentee.

In combination with a tobacco-smoking pipe having an opening through the bottom of the smoke chamber thereof, a clamp having a hook-shaped end on the stem of the pipe, and the said stem between the clamp and the referred-to opening having a depression providing a pocket on its under face, of a combined cleaning and supporting means for the pipe, including a disk designed to be received in the smoke bowl below the passage in the stem of the pipe, a stem on the disk passing through the opening in the smoke bowl, a spring rod pivotally secured to the outer end of the stem designed to contact with the stem of the pipe and to be engaged in the hook of the clamp for holding the disk of the smoke chamber.

No. 1,340,716. ELECTRIC CIGAR-LIGHTER AND PIPE-LIGHTER. Reginald J. H. Hill, London, England, patentee.

This is a patent granted for an electric lighter for cigars and pipes, which comprises a conical shaped hollow support, leads in the support, holes in the support, resistane wire in the support, means whereby the support can be connected to a lamp holder; a tip, means for detachably securing the tip to the support, resistance wire on the tip and contacts on the tip, with leads connecting the contacts and resistance wire.

No. 1,339,375. METHOD FOR CURING AND TREATING TOBACCO. Alfred C. Buensod, New York, N. Y., patentee.

A patent awarded for a method of curing and treating tobacco which consists in subjecting it to air currents having a temperature of from 70 to 90 degrees F, and a relative humidity of from 78 to 82 per cent. for a sufficient length of time to consume the surplus food contained in the leaf and cause the death of the cells, then gradually raising the temperature of the air currents to a degree not higher than the highest degree that the type of tobacco being treated will stand without damage, and gradually lowering the relative humidity of the air currents to about 65 per cent., until all parts of the tobacco are fully cured.

No. 1,338,827. METHOD FOR MAKING CIGAR WRAPPERS. Willard J. Goodfellow, Bentley Springs, Md., patentee.

Patent given for a method of manufacturing cigar wrappers, consisting of producing a tobacco extract from tobacco stems, converting the stems into a fibrous pulpy mass, forming this mass into a sheet, drying the sheet, and impregnating the sheet with the extract during the drying process.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

MORE MONEY ASKED FOR TRADE BUREAU

Washington, D. C.

EFFORTS will be made when Congress reconvenes in December to secure a larger appropriation for the work of the Bureau of Foreign and Domestic Commerce. Undismayed by the refusal of Congress last year to provide for the expansion of the bureau, Secretary of Commerce Alexander is now preparing estimates for the fiscal year 1921, which begins July 1, next, which call for additional commercial attaches and foreign trade commissioners.

While Congress will be asked to provide a larger appropriation for the bureau, officials of the department are not very optimistic regarding the matter because of the fact that this will be a short session, and at the end of an administration, and Congress, therefore, will be unwilling to appropriate any funds other than those necessary to conduct the business of the Government on lines already laid down.

The failure of Congress to increase the department's appropriations, especially for salaries, is making it very difficult to keep men in the service, Secretary Alexander has pointed out. After a few years' experience in the Bureau of Foreign and Domestic Commerce, employees usually secure flattering offers from commercial houses engaged in export business with which the Government cannot compete. It is believed that higher salaries would keep in the service men who feel that their work is of value to the Government but who, under present conditions, cannot afford to refuse the better outside offers.

THE DOMINICAN TOBACCO CROP

Encouraged by the insistent market demands and the assurance that ocean transportation would be available to move the crop, Dominican tobacco growers extended their acreage, and with the aid of favorable weather were able to harvest the greatest crop in the history of the industry. Some 35,000,000 pounds of leaf tobacco were gathered, of which the great bulk was sold to French, Belgian and Dutch buyers at 13 to 15 cents per pound, or, roughly speaking, double the pre-war price. The exports of this staple through the ports of Puerto Plata, Sanchez, Monte Cristi and Santo Domingo reached 6786 long tons, an increase in tonnage of 6448 and in value of $1,965,259.

BRITISH INDIA TOBACCO

British India has almost as much land under tobacco cultivation as the United States, according to the figures published in a British trade journal reprinted from an Indian Government leaflet. The total acreage is 1,014,862, and, in addition, about 100,000 acres are under cultivation in the Native States. As a result of the one-sixth preference accorded tobacco imports from the colonies by the United Kingdom, a considerable expansion of the Indian tobacco industry is anticipated in 1920.

Although the bulk of the tobacco grown in India is consumed there, a comparatively large export trade is steadily increasing. The chief markets were Aden, Hong Kong, France, Straits Settlements, Holland, and, before the war, Germany.—Irish Tobacco Trade Journal.

The Benn Poll Company has been incorporated with a capital stock of $20,000 at Louisville, Ky., by Ben Poll, Dennis J. Hines and Albert Stebler to engage in the tobacco business.

MURAD
THE TURKISH CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.
"How many cubs do you bring into the world at one time?" she asked the Lioness.
"Only ONE," replied the Lioness—"but it's a LION."
MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!
MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobaccos.
But they wouldn't be MURADS—they'd only be Foxes!
"Judge for Yourself—!"
Special attraction is offered to Married Men on Tin Boxes

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA FLOR DE RIZAL:—41,832. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

FIGHTING BOB:—41,833. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

LA LINDA FILIPINA:—41,835. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

LA MARAVILLA FILIPINA:—41,836. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

APHRODITE:—41,837. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

EL COMMERCIO DEL MUNDO:—41,838. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City.

BARTHIUS:—41,840. For all tobacco products. August 31, 1920. American Litho. Co., New York City.

PLAIN ENGLISH:—41,841. For cigars. August 18, 1920. King-Ferre Co., Inc., Greensboro, N. C.

MARY F:—41,849. For cigars. August 17, 1920. Lozano Midulla & Co., Tampa, Fla. (Trade-mark claimed to have been in actual continuous use for more than six years when it was adopted by Carlos Quijano Cigar Co., Tampa, Fla., from whom by several transfers title was derived by registrant.)

TRANSFERS

EL NEKO:—25,368 (Tobacco World). For cigars, cigarettes, cheroots and smoking tobacco. Registered January 21, 1913, by Branch-King Cigar Co., Durham, N. C. Transferred to King-Ferre Co., Inc., Greensboro, N. C., April 1, 1919.

SADAEN RAMA:—29,157 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered February 9, 1905, by The Cole Litho. Co., Chicago, Ill. By various transfers acquired by Antonio Lavattiata, Tampa, Fla., and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

BATTLE WINNER:—15,307 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered June 6, 1898, by Cole Litho. Co., Chicago, Ill. By various transfers acquired by Antonio Lavattiata, Tampa, Fla., and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

LA EMBA:—31,225 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 23, 1906, by Wm. Steiner Sons and Co., New York City. By various transfers acquired by Antonio Lavattiata, Tampa, Fla., and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

TAMPA STAR:—33,140 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered July 3, 1907, by American Litho. Co., New York City. By various transfers acquired by Antonio Lavattiata, Tampa, Fla., and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

TAMPA PERFECTS:—16,041. For cigars and cheroots. Registered March 26, 1909, by John D. Greenless, Tampa, Fla. Transfered to Antonio Lavattiata, Tampa, Fla., on June 29, 1914, and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

TAMPA SLOGAN:—18,842 (Tobacco World). For cigars, cigarettes and cheroots. Registered October 23, 1909, by J. D. Greenless, Tampa, Fla. Transfrred to Antonio Lavattiata, Tampa, Fla., June 29, 1914, and re-transferred to Gullo Bros., Tampa, Fla., April 22, 1920.

DON LUIS:—18,206 (Trade-Mark Record). For cigars. Registered September 25, 1897, by F. Heppenheimers Sons, New York City. Transferred by American Litho. Co., New York City, successor to F. Heppenheimers Sons, to Berriman Bros., Chicago, Ill., and re-transferred to R. Schwartz, San Francisco, Cal., July 14, 1920.

LA PERLA DEL ORIENTE:—86,535 (Patent Office). For cigars and cigarettes. Registered May 14, 1912, by Carl Ingenohl, Antwerp, Belgium, and Manila, P. I. Transferred to Walter E. Olsen & Co., Manila, P. I., and New York City, January 25, 1919.

TORRE REAL:—86,534 (Patent Office). For cigars and cigarettes. Registered May 14, 1912, by Carl Ingenohl, Antwerp, Belgium, and Manila, P. I. Transferred to Walter E. Olsen & Co., Manila, P. I., and New York City, January 25, 1919.

HELIOS:—84,387 (Patent Office). For cigars. Registered December 12, 1911, by Germann & Co., Manila, P. I. Transferred to Walter E. Olsen & Co., Manila, P. I., and New York City, January 25, 1919.

GONZALO DE GUZMAN:—24,756 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered August 6, 1912, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Demmi Cigar Co., Tampa, Fla., August 23, 1920.

CANCER AND PIPE-SMOKING

SCIENTIFIC investigation of the common assertion that tobacco smoking, especially in pipes, is responsible for the dreaded cancer of the lower lip seems to prove that this belief is almost entirely without foundation.

Writing of the cancer of the lower lip and its treatment by application of radium, Dr. George Elliott, of Toronto, in the "Dominion Medical Monthly," sums up the probable effect pipe-smoking has in its relation to the disease, and points out that there is very little authority for connecting cancer of the lower lip with pipe-smoking. Discussing his observations of cases, he says:

"It is particularly striking that the lower lip suffers almost by itself; for the upper lip exhibits a freedom from attack which is exceedingly remarkable. There is probably some good reason for this, but no attempt will be made here to offer an explanation.

"Chronic irritation, particularly by pipe—some would even go so far as to incriminate both cigar and cigarette—mostly answers as the activating cause. There are three or four factors in pipe-smoking which should be borne in mind, perhaps four, when irritation is considered from this cause; the weight of the pipe pressing on the lower lip; the smoothness or roughness of the mouthpiece; that it is held between the teeth, the leakage of fluid of a compound chemical character. A pipe is held between the teeth, when the pressure of the lips is about equally exercised as nearly as can be judged. When it is held between the lips a hand is required to support it; in this position compression by the lips is not quite so firm as when it is held by the teeth. The jagged end of a clay pipe—the yellow, or otherwise, glazed stem being generally broken off by those who use them—and they are not so frequently used as formerly—would appear to irritate the tongue more than the lips. The juice also would irritate the tongue or floor of the mouth more than the lip. Then there is the smooth mouthpiece of hard rubber, clear or clouded amber which could scarcely be said to be irritating. Last, the smoke itself, which may be left unconsidered as normal.

"Other facts cannot be lost sight of in this connection. Cancer of the lower lip does occur in women who have never smoked. Cancer of the lower lip does occur in men who have never smoked. Of less importance: Some claim they have always held the pipe on the opposite side to that on which the lesion occurs; some are not very heavy smokers; some have smoked but a very short time. Further, smokers are very, very numerous. Cancer of the lower lip occurs in only a small percentage of all smokers. It would seem that either lip should equally be liable to irritation, and therefore, to injury."

The Association of Cigar and Cigarette Manufacturers of Cuba, at a recent meeting in Havana, elected Stuart L. Houston, of the Henry Clay & Bock Company, president.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & FOOT OF SIXTH ST.
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

FOR SALE
Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.
Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO 19

The TOBACCO WORLD

OCTOBER 1, 1920

LIBRARY RECEIVED OCT 7 1920 U. S. Department of Agriculture

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

A success!

**Capt. X's big idea*

PALL MALL
FAMOUS CIGARETTES

Rounds

A big success with smokers

Because—They are round in shape, do not have to be tapped, squeezed or loosened, have a free and easy draught and give a big volume of cool smoke from the beginning.

A big success with dealers

Because—In packages of 20 two sales and two profits in the time of one.

And the new soft foil package is the most beautiful container ever made. Reinforced to prevent breaking of cigarettes glassine covering to keep the tobacco fresh the patented opening tab give the package all the advantages of the card board box and prevents the spilling out of the cigarettes—it contracts as each cigarette is extracted and is therefore less bulky than the ordinary package.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

** Yes, there is a Capt. X. He was an officer in France. When he was forced to use first one and then another brand of Doughboy cigarette he conceived the idea of combining their easy-smoking feature with the famous Pall Mall blend of Turkish tobaccos. A new idea—a success.*

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
13c., 2 for 25c., 15c. Straight and 18c., 3 for 50c.

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
CIGAR

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A BLOCH, Wheeling, W. Va. ..... President
CHAS J EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL F W GALBRAITH, Jr, Cincinnati, Ohio ..... Vice-President
CAPT GEO W HILL, New York ..... Vice-President
GEORGE H HUMMEL, New York ..... Vice-President
JULIUS LICHTENSTEIN, New York ..... Vice-President
H H SHELTON, Winston-Salem, N C ..... Vice-President
WM T REED, Richmond, Va ..... Vice-President
WM BEST, Jr, New York ..... Vice-President
ASA LEMLEIN, New York ..... Treasurer
CHARLES DUSHKIND, New York ..... Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W D SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO E ENGEL, Covington, Ky. ..... Treasurer
WM S GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

L H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F AXTON, Louisville, Ky ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM M. SAM ..... 1st Vice President
ALBERT FREEMAN ..... 2nd Vice President
JOSEPH FREEMAN ..... Treasurer
LEO RIEDERS, 20 W. 118th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. I. ULNICK ..... Treasurer
MAX MILLER 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

NOTICE—A CHANCE TO MAKE MONEY. Send to us and get fifty (50) of our fine First Class cigars for Three Dollars ($3), and be convinced. Anheier Brothers, Monticello, White Co., Ind.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co, 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 October 1, 1920 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Another Boost In Freight Rates
Means
Dollars and Cents To Every Shipper

Corrugated Fibre Shipping Cases

SAVE
in weight (lighter than wood)
in space (packed in flat bundles)
in time (can be sealed and taped quicker)
in help (fewer men needed in shipping room)

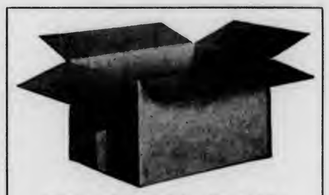
Guaranteed to meet all Express, Parcel Post and Freight Requirements

We manufacture corrugated fibre shipping cases to meet every requirement. Write us stating your needs, and mention THE TOBACCO WORLD, and we will gladly send samples.

Do not let old prejudices prevent you from investigating the modern way of shipping—by using corrugated fibre cases.

They save money for every cigar manufacturer and jobber. Investigate and be convinced.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen
of Good Taste
San Felice
8c
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

THE STANDARD CIGAR MOLD CO.
No. 90 WALL STREET, NEW YORK CITY
PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS
Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured
Price
10 section $2.25
20 " 2.50
F. O. B. New York
5% Discount allowed on all orders accompanied with remittance

Volume 40

THE TOBACCO WORLD

Established 1881

Number 19

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 1, 1920 Foreign $3.50

EDITORIAL COMMENT

THE Tobacco Merchants' Association of the United States has launched its campaign for new members, and according to the reports coming in at 5 Beekman Street, New York, it promises to be quite successful.

There can be no question of the desirability of membership in this national organization insofar as it applies to the tobacco indstry and its branches.

The great trouble with most organizations is that after an individual or concern secures membership, it is expected that there will immediately be practical benefits, and without any effort on the part of the new member.

The history of organizations, and a fundamental factor for their success, lies in the co-operation extended by each individual member.

You cannot get any more out of an association than you put into it. And if the ideas and suggestions and the work come from others, it is the others who will benefit from the efforts, and because of them.

An organization in an industry is just as much a business as the concern that has membership. A manufacturer does not expect production in his factory unless his employes are working, and a member of an organization should not expect results from the organization unless he, too, is woking to help that organization.

At no period in the history of the industry is a strong and representative organization more timely, and from the grower to the retailer there should be not only an enthusiastic response to the T. M. A. campaign for new members, but there should also be born that spirit of co-operation and helpfulness that is entirely necessary to rapid progress and great accomplishments.

THE business conditions in this section as compiled by the Federal Reserve Bank of this district as of September 21st show that in only two of sixteen businesses is there a lack of ability to meet the demands of the trade.

While most of these sixteen businesses show price trends from firm to lower, silk goods are remarked to be slightly higher and tobacco higher.

In coal, wool, silk, groceries and general retail lines collections run from fair to good. In all other lines they are reported slow, slower and poor.

While the reports in the retail trade generally reflect a bright outlook for the fall and winter months, there can be no question of the effect of what seems to be continued unemployment in the mill districts, and this is extending to the automobile field and automobile tires as well.

There is no question as to the necessity on the part of the cigar manufacturer advancing prices, but it seems very obvious that with practically all of the standard lines that are taken as indicators of business conditions showing a decline, the tobacco industry must have nearly reached the peak in prices in its line.

It should not be overlooked that we are on the eve of a presidential election and that while the decline in prices has been anticipated, unemployment for some strange reason seems to be a feature of presidential years.

A great many manufacturers are feeling the pinch of tight money and this of course causes them to follow up collections more closely.

Where this happens there are many cases of the debtors being overstocked, and the result is a lower price on the article for a quick cash return.

The tobacco industry is fortunate, however, in that this necessity is about the last to suffer in demand through financial stringency or unemployment.

HENRY B. GRAULEY DEAD

Henry B. Grauley, a prominent cigar manufacturer of Philadelphia, died Wednesday at his home, 1912 North Thirteenth Street. Mr. Grauley was stricken on May 1 and his death was caused by a complication of diseases.

Mr. Grauley had been identified with the cigar business in this city more than forty years. He conducted a retail and wholesale establishment at 601 Chestnut Street in addition to operating cigar factories at Shelly, Quakertown and Sinking Springs.

He was born in this city sixty-four years ago. He is survived by a widow, two sons and one daughter. The sons are William H. Grauley and Edwin Grauley, who will take over the operation of the cigar factories, and the daughter is Mrs. Charles L. Margerum.

State Tobacco Investigations

By Otto Olson, *State Experimental Expert.*

THE tobacco experimental work in Pennsylvania, which is conducted by the Pennsylvania State College Agricultural Experiment Stations in co-operation with the United States Department of Agriculture, embraces the following lines this season: Root rot experiments, fertilizer experiments, high and low nicotine content test, environment test, increase of yield by hybridization test, variety test, Havana strain test, sulphate of potash vs. sulphate of soda test and curing experiment.

The root rot experiment was started last season with seven types of tobacco known to be highly susceptible to this disease. These strains and types were the Maryland Broadleaf, White Burley, Yellow Pryor, Improved One-Sucker, Orinoco, Connecticut Havana and Connecticut Broadleaf. With the exception of the last two all these types are grown in the South. Without exception they all contracted the disease in an aggravated form. In addition, several Seedleaf strains also showed signs of being more or less affected by the disease. It should be stated here that root rot of tobacco is a diseased condition of the roots of the plants, causing stunted growth and, in some exceptional cases, death of the plant. It is caused by a fungus known as "Thielavia Basicola," which lives as a parasite on the roots of the plant, feeding on its tissues, which results in the gradual decay of the roots, indicated by a browning or blackening of the rootlets. Many tobacco growers are entirely unaware of the presence of the disease in their fields, attributing the stunted growth or the premature "buttoning out," or the lateness in maturing to weather conditions. It has been found that cool, rainy weather is highly favorable to the development of the disease, while high temperatures prevent the disease from becoming malignant, enabling affected plants to recover to some extent.

Steam sterilization of seed beds is effective in destroying this disease at its source, but when an entire field is infected, of course, steaming is out of the question, being too expensive. An eight or ten-year rotation is also effective against the disease, but would involve a disarrangement of the farming schedule, which would prove wholly impracticable in Lancaster County. However, it has been found that in every field affected with this disease plants exist that appear to be more or less immune, apparently possessing resistant qualities. Thus, the experiments conducted at Ephrata are based on the fact that resistant strains should be produced in order to successfully combat the root rot disease. To that end two plots are provided, one on infected soil and one on soil supposed to be non-infected. Three strains susceptible to the disease and three strains supposed to be resistant are planted on the plot, 100 plants of each strain. The temperature of the soil is taken three times daily, and the condition of the plants noted. At present 75 per cent. of the plants on the infected plot are stunted in growth, showing the presence of root rot, while about 10 per cent. of the plants on the non-infected plot are similarly affected. The three strains which were supposed to be resistant are much less affected than the non-resistant ones, one of the strains being wholly resistant, and the other two slightly affected. These three strains are all of the Slaughter type of seedleaf. The roots of all the plants will be examined this week to determine the extent of infection of the different types.

Anyone interested is cordially invited to visit the experiment plots, which are located on the Hibshman farm, near Ephrata. It would be advisable to 'phone me on the Independent, so that I can be present to explain the work.—"Lancaster Examiner."

Tobacco Imports in Great Britain

Imports are down again, notably down. Only two-thirds of the amount brought in a year previously was imported in July of this year. This is a big drop and, although the June figures differed in volume, they were proportionately the same, so that the decrease is really very serious. Roughly speaking, tobacco imports for June and July last year were respectively twenty-three and thirty-three millions pounds, while those for the same months this year were respectively fourteen and twenty-one millions pounds, so that the proportion in each of the two months this year is two-thirds of the 1919 imports. For the seven months ending July 31st there is a deficit of 41,132,260 pounds. Moreover, consumption is down. We could not say this last month for June consumption figures were up—something like a million pounds. This year, as we have said, they are down—down a couple of million pounds in July, 1920, as compared with July, 1919, and they are slightly down too, on the seven months.

However, these figures are largely a matter of proportion. We are given to "grousing" when we find how much less tobacco we are cutting now than we were cutting at this time last year, and we are apt to forget the fact that we are still cutting a great deal more than in 1913. The figures for the seven months ending July 31, 1913, were sixty-one and one-half million pounds; those for 1920 are eighty-seven and three-quarter million pounds; so that we are consuming a lot more tobacco than we did a few years ago, while feeling the pinch as compared with last year. This, of course, is readily explainable by the fact that in the intervening years tobacco manufacturers have considerably extended their plant, increased the number of their employees, and accustomed themselves to thinking in much larger figures.—"Cigar and Tobacco World."

Happenings at Washington of Trade Interest

(Special from The Tobacco World's Washington Bureau.)

Washington, D. C.

A NEW service for the American exporter is being whipped into shape by the Bureau of Foreign and Domestic Commerce through the creation of a commercial intelligence service. For several years there has been need for a service which could supply certain data required by exporters entering foreign trade, and to meet this need the new division was first considered about a year ago.

The functions of the commercial intelligence service is to compile and maintain an active world trade directory of foreign business firms. This directory is not a printed work, but a card index, of the utmost flexibility. It is from this index that the commodity trade lists now used are compiled, covering a given section of a country, an entire country or a group of countries by trades; these are used in connection with reports received from the bureau's foreign agents regarding markets and opportunities for trade.

While in the past the bureau has maintained lists of names and addresses of firms in various countries, the new index is much more complete, showing not only the names and addresses of the firms, but the character of business—whether wholesale, retail, commission or agency—and the relative size of each firm in its community.

"It is very essential that the American manufacturer or exporter have information concerning the character of business of the foreign firms in order to avoid the possibility of quoting wholesale prices to a retailer or an agent," officials of the bureau have pointed out. "It is also highly desirable for the American firms to possess at least a general idea of the relative standing in the community of the prospective customer, so that a profitable market may not be tied up for a series of years in the hands of an inexperienced (or possibly unreliable) representative."

Profiting by the experience of the war, the new index gives in addition to much confidential information the nationality of each firm, so that in case of future wars there would be little difficulty in making up lists of enemy firms with whom Americans should not deal, similar to the lists made up by the War Trade Board in 1917 and 1918.

The new service is already in active operation for some countries, notably China and the Latin-Americas, and the others will be covered as fast as the work can be carried on. It is possible, however, for the bureau to give American firms much valuable information regarding business opportunities and concerns in countries for which a complete index has not yet been made, as the department has a great mass of this sort of data easily available.

In carrying on this work, a special point will be made of the prompt removal of "dead wood" occasioned by firms changing hands or going out of business. In work of this nature in the past, not only in the bureau, but in other organizations as well, the great difficulty has been to get as prompt reports on changes in business concerns abroad as of new firms. In the bureau's index, however, all cards will be removed and changes made as changes take place in the firms, and at all times American business men will have available a list containing only "live" names.

Because of the extreme value of the new trade service in the intelligent development of American overseas trade, use of the index will be confined to American firms whose names appear on what is known as the Exporters' Index. Officials of the bureau point out that the inauguration and maintenance of this service is very expensive, and they are anxious that all benefits shall accrue to the American business man, who really pays for it through taxes, etc. Manufacturers and exporters interested in taking advantage of the work of the commercial intelligence section should apply to the Bureau of Foreign and Domestic Commerce for listing in its Exporters' Index.

Firms whose names appear in this index not only secure the benefits of the information compiled by the commercial intelligence section, but are listed for foreign inquirers desiring to get in touch with American concerns in their line. There is no expense connected with the listing other than a notary public's fee, and no other work than filling in and swearing to two blanks which are furnished by the bureau and which contain statements as to the character of the business and nationality of the firm.

***

Very few important changes will be made in income tax forms for next year. Following a meeting between officials of the Treasury Department and a committee of representative business men, the Bureau of Internal Revenue has announced that there will be no radical changes made in the forms and that the suggestions which the business men will offer will be of minor character.

The aims of the Internal Revenue Bureau were explained to the committee, which met in Washington at the request of the department on September 15 by Commissioner William M. Williams, who expressed his appreciation of the co-operation extended by the various industries and promised careful consideration of any suggestions that might be offered. The work of the various divisions of the bureau was outlined by the chiefs of the most important sections that the committee might have a comprehensive idea of how the income tax returns were handled.

Following a general discussion of the present income tax blanks, committees were appointed to make recommendations for their revision and officials of the bureau announced that briefs, containing such suggestions, will be gladly received.

ONE of the main causes of the decline of the German mark in the past year was the unrestrained importing of limitless quantities of articles of luxury from abroad, according to a recent article in the Frankfurter Zeitung. Many billions of German money which should have been used to buy other things, flowed over the borders, it is declared. Chief among the luxuries so imported, the article points out, were American cigarettes.

"Even in 1919," it is declared, "American cigarette exports showed a tremendous increase, taking an enormous rise in January, 1920, for it reached the figure of 1401 million cigarettes against 1033 millions in January of the previous year, showing an increase of more than 367 million cigarettes. In the seven months from July, 1919, until January, 1920, exports of American cigarettes amounted to 10,286,000,000 against 7,328,000,000 in the same period of 1918-19, an increase of almost three billions. The main importer was Belgium, which in January, 1920, imported 546 millions against only 27 millions in January, 1919. From July, 1919, until January, 1920, Belgium imported 2970 millions against only 74 millions in the same period of the previous year. In January, 1920, therefore, the export to Belgium was half of the entire export of America. It is clear that the little country of Belgium does not need this great importation for itself, but sent part of it through to Germany and smuggled part. But through Holland came great quantities of cigarettes to Germany. While Holland in 1919 did not import a single cigarette from America, it imported in 1920 over 35 million cigarettes

"In addition is the likewise very significant importation from England, France and the other countries. The acceptation that Germany, since the closing of the armistice has spent several billions of marks for foreign cigarettes, finds in these figures its full confirmation.

***

Increases in express rates amounting to 13½ per cent. were allowed on September 24 by the Interstate Commerce Commission, in handing down a decision upon the application of the American Railways Express Company for an increase of 15 per cent. The increase was asked for and granted for the purpose of covering the increased labor cost resulting from the recent award of the Railroad Labor Board increasing the wages of express employees.

In rendering its decision on the application, the commission declared that the 15 per cent. increase asked for was not justified, and that the 13½ per cent. allowed would be sufficient to cover the additional cost to the express company.

The increase granted on September 24 makes a total increase in express rates in the past three months of 26 per cent.

The Hornsburger-McDonald Corporation has been organized at Wilmington, North Carolina, with a capital stock of $1,500,000, to manufacture cigar and cigarette holders. The incorporators are M. L. Rogers, L. A. Irwin and W. B. Singer.

Amended Regulations

ATTENTION is respectfully called by the Tobacco Merchants' Association to the following amended regulation in regard to the filing of monthly returns and inventories by corporations:

(T. D. 3073)

Execution of monthly reports and inventories filed by corporate manufacturers of tobacco, snuff, cigars and cigarettes and dealers in leaf tobacco.

Treasury Department.
Office of Commissioner of Internal Revenue,
Washington, D. C.

To Collectors of Internal Revenue and Others Concerned:

Regulations No. 8, revised July 1, 1910, page 27, paragraphs entitled "Incorporated Companies," are hereby amended to read as follows:

"A corporation carrying on business as a manufacturer of tobacco, snuff, cigars or cigarettes, or as a dealer in leaf tobacco, will be required to have the monthly reports and inventories signed and sworn to by a duly authorized officer or agent of the corporation and to file the monthly reports within the prescribed time with the collector of the district in which the factory or dealer's place of business is located.

"An officer's authority to sign and make oath to a corporation's monthly reports and inventories, unless specifically given in the charter or by-laws, must be conferred by a resolution in due course of the board of directors. In case of such resolution, a certificate thereof in duplicate, executed by the president and attested by the secretary, should be filed with the collector of the district in which the monthly reports and inventories are to be filed; one copy should be retained by the collector and one forwarded by him to the Commissioner.

"Whenever it is not possible or convenient for an officer of a corporation to sign and swear to its monthly reports and inventories as a manufacturer of tobacco, snuff, cigars, or cigarettes, or as a dealer in leaf tobacco, an agent may be authorized to execute them, and may bind the corporation as fully as an officer, under the following conditions:

"A resolution in due course of the board of directors should appoint and authorize the superintendent or manager of the factory or leaf establishment, identifying both the individual and the factory or leaf establishment, to execute the monthly reports and inventories required of the corporation, and provide further that the power of attorney so created shall continue in full force until written notice of the revocation thereof is given to the collector of the district thereby affected. A certificate in duplicate of such resolution, executed by the president and attested by the secretary, should then be filed with the collector of the district in which the monthly reports and inventories are to be filed; one copy should be retained by the collector and one forwarded by him to the Commissioner. Such certificate will constitute authority for the collector, until he has actual notice of the recall of the power, to accept monthly reports and inventories executed by such agent."

WM. M. WILLIAMS,
Commissioner of Internal Revenue.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A. E. Pharo

I KNOW A MAN WHO IS now a moderate smoker. He 'aint a young man, for the snows of fifty winters have whitened many of the threads of his dark brown hair. Little would one expect that at his age he would indulge in a habit from which he has abstained for half a century.

And I asked him why he did it.

"I am the most moderate of moderate smokers," said he, "for I smoke but once a day, and that in my noontime hour, immediately after partaking of my lunch. Somehow the unsettled condition of the world at large got into my system and I found myself gradually growing restless and distraught in my leisure. The little promenade became a burden and the leisure of the hour became a fret.

"As an experiment I tested a cigar—the mildest I could find. And somehow the usual restlessness was soothed. The calmness of content gradually stole over me. A little sunshine of the joy of life entered my being.

"Again I found a mild and pleasing satisfaction in my little daily noontime stroll after my modest lunch. The show windows of the various stores again appealed to me with their artistic effects, their pleasing colorings, and in the peace within I forgot the restlessness of the wide, wide world without.

"What caused this happy change I cannot tell. Perhaps it was the action needed in the smoking. Mayhap it is imagination. Or, possibly, it is the mild sedative contained in the leaf. At any rate my old-time enjoyment of the noontide hour has again returned."

MAN IS A CHANGEABLE CREATURE, and his continual changes bring wealth to some and sorrow to others with every change he makes.

Did you see that little item in the newspapers recently which, in a few lines, stated that as the country settles down to the normal the popularity of jazz music is going out, and the higher grade music is coming in?

That change has caused a loss of five thousand good dollars a year to a very intimate friend of mine. He had a position as sales-manager for a jazz music publisher at the above salary—and he made good. But the music fashion changed and today he is out of a job and seeking to locate himself.

This has taught me a valuable lesson and I will divide its value with you. Remember that man is changeable and therefore keep yourself flexible—also watchful to note the coming changes and take advantage of them.

Thus, a new and handsome building down the street, a square or so away, may cause the walking crowds to change from your side to the other side and render it desirable for you to move and follow the crowd.

A change of street car routing may cause a different class of people to pass your door and make it to your advantage to change the styles of goods you handle. The building of a motion-picture theatre may make it wise to take on candy as a side line. And a hundred changing factors may properly cause as many changes of your business battle line.

THE WORLD HAS AWAKENED up to many things of late and it looks upon many business functions with entirely different eyes from formerly.

Take advertising, for instance. Before the war we looked upon advertising in a good-natured way. We felt that it was a luxury in which manufacturers indulged who had made more money than they well knew what to do with, and whose principal object in advertising was the pleasure of seeing their names in print.

Advertising men, to be sure, talked themselves red in the face telling us that advertising was a force—a mighty force, which would accomplish wonders in the way of business building, but their talking made about as much impression on us as white paint on a snowbank.

The war changed all this, however. The advertising men got the ear of Uncle Samuel, proved to him that advertising was stronger than gunpowder, he used it liberally and it helped mightily in winning the war.

Now manufacturers are finding that it enlarges their markets, and retailers are finding that the liberal advertising of a manufacturer helps the retailer sell his goods. Retailers are therefore wisely giving preference to goods that are advertised. Even if the profits are not quite equal to unadvertised goods the turnovers are so much more rapid that this difference is more than made up.

A BUSINESS EXPERT at a business college recently stated to his class that any merchant who is not wide awake is in very real danger in these days of change and stress. And I asked myself whether any reader in this department is standing on the precipice of peril.

I do no know. Perhaps you do not know. But I will give you one test which you can apply to yourself. Here it is:

Do you keep a daily account of your sales and expenditures? Do you tabulate them carefully and neatly, and do you refer to them from time to time?

If you do it indicates you are up to the times in this respect—and by armchair reasoning you are probably progressive in other respects.

If you DON'T—let me wave the red flag violently and let me shout loudly and earnestly: "Ho, Brother, beware! You are in danger! The currents are shifting! The channels are changing! The bottom of the sea is pushing up in places and wrecking many a business craft. The flats are sinking in other places and the deep waters are floating many wise ones to safety and success."

Keep account of your receipts and a careful record of your expenditures. Study them frequently and with care. They may tell you that trade is drifting from you without your previous knowledge. That the likes and dislikes of your customers are changing. That your expenses are eating up your profits. And on learning these things you may change your course to safety.

DON'T SPECULATE. DON'T! A broker's salesman was just telling me that out of a list of three thousand mail-order speculators he could not place one who had made a permanent success, though several scores had temporarily made big money—only to lose it later.

A mercantile traveling salesman told me yesterday that he could name many hardware retail customers who were walking the floor o'nights because they had speculated in their merchandise. They had purchased large bills of goods at under-the-market prices, believing the prices were sure to advance, and thus net them a lot of soft velvet in addition to their regular mercantile profits.

But the market disappointed them. It tripped and fell, brought them loss instead of gain and they are torn with anguish, fearing a further fall may magnify their losses.

One of the valuable lessons which these changing times have taught merchants is the wisdom of avoiding mercantile speculation.

The proper caper now is to buy in small lots, and buy frequently. Watch your stock as the mother hen watches her young brood. Ascertain the quick turnovers and bring them to the front. Learn the shelf loungers; get rid of them and cease handling them. Remember that the quick penny is better than the slow dime.

This policy will keep you wide awake, alert, active and prove the most profitable. Don't speculate!

"It's none of my business what my competitor is doing," says a retailer every now and then. But it is your business, because for all you know he may be doing some of your business.—"Modern Merchant."

A "Lucky Strike" Factory

THIS is a picture of the American Tobacco Company's latest factory. While in no way does it compare in size with any of the other factories of this company, nevertheless it is a cigarette factory in every sense of the word.

It is centrally located on the Boardwalk on the Central Pier (Young's old pier) at Atlantic City, and no one visiting the famous seashore resort of New Jersey can fail to see it.

At this factory, the public is shown how "Lucky Strike" cigarettes are made. Every step in the making of this fast-growing cigarette is demonstrated from the machine that feeds the tobacco to the sealing of the cartons.

The toasting process is also demonstrated and explained by two of the company's representatives. After seeing how "LUCKY STRIKES" are made and what toasting does for tobacco, one can understand why thousands of "Lucky Strike" cigarettes are sold here every day.

"Lucky Strike" cigarettes are sold in individual packages of 20s and in cartons of 100 and 200 cigarettes, and are mailed anywhere free of charge. These cartons have a special wrapping, showing that they are made in Atlantic City, and many of the visitors instead of buying useless souvenirs, mail cartons of these toasted cigarettes to their friends at home.

On the roof of this exhibit is one of the biggest electric signs in Atlantic City, advertising—The "Lucky Strike" cigarette—IT'S TOASTED.

When at Atlantic City, visit this interesting exhibit and you will readily see why the "Lucky Strike" cigarette is the fastest growing cigarette.

The tobacco acreage in Ohio is estimated at 85 per cent. of last year. The Ohio, Burley growers got good prices last year, and the Miami Valley growers were peeved, so the bulk of the decrease is probably in the Miami district. Some estimates place the Miami Valley acreage at 75 per cent., or less. What Zimmer is left is going for 20 cents for wrappers and fillers, and 15 and 18 cents for Gebhardt.

Sell Playing Cards to the readers of these great National Magazines!

CONGRESS Playing Cards

These exquisite decks—with their beautiful art backs, gold edges and telescope cases — practically sell on sight. Place them where they can be seen. You will be surprised how many you will sell to customers who come in for other items.

REVELATION Fortune Telling Cards

Our advertising has already made Revelation the most popular fortune telling deck on the market—and we are going to continue featuring them in every advertisement the coming season. If you haven't Revelation Cards in stock, better place your order now.

MORE people are learning to play cards every day! Regular card players are playing more than ever! The demand for playing cards is constantly growing!

Bicycle advertising is taking advantage of this condition—and pushing it along. Striking half-page displays are appearing in The Saturday Evening Post every fourth week the year round. Page-dominating advertisements will appear in the Red Book, Literary Digest, Cosmopolitan and American throughout the fall, winter and spring.

All this means more card sales for the wide-awake dealers who are prepared to handle this business. A stock of Bicycle Playing Cards, Congress Playing Cards, Revelation Fortune Telling Cards, and a supply of Official Rule Books is all you need to add some nice extra profits. Small investment—quick turnover—and practically no bother. Order your supply now from your jobber.

Tie your store to our national publicity by featuring Bicycle Cards in your windows. Write for free display material.

The U. S. Playing Card Company
Dept. 6, Cincinnati, Ohio, U. S. A. or Windsor, Canada

The demand for these two popular Bicycle backs—Rider and Club—will be even larger this year than in the past, as we are going to feature them in the magazine advertising. Check up your stocks of these two backs now, and place your order at once.

BICYCLE
PLAYING CARDS

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

DEER JIM. I thought yesterdie Ide probly be cumming back to Pinkvill looking for a job becaws the boss calld me to cum into the offis when he was there alone and I cood see by his looks that he wassent going to giv me enneigh prezzent.

He sed "William heers a bill for 'leven-ninety-ate from Joplins caffay and Joplin says you wunt pay it and he wants me to taik it out of your wages. What is they about it? I told him Ide see you about it."

Gee he had me where the hare was short becaws I ode that bill and Ide ode it a good while and I diddent hav enneigh 10 bux to pay it with. I told him I ode the munny. I diddent tell him I ode sum other bills too becaws Ide got a new soot and sum other things and I diddent seme to get enuf ahed to pay fokes. This h. e. l. razes h. e. l. He say. Old Joplin mite of knone Ide pay that bill. Heze so darnd afrade heel looze a sent.

Just as I was wundering how to get out of the hoal the boss asks me "Is that all you oe?" and I told him I ode sum other bills but I was figgerin on paying em pretty sune. And the first thing I new heed found out all about what I ode and who I ode it to. First it diddent seme to me it was enneigh of the bosses darnd bizness if I ode or diddent, but then he sed, "Now William I kno you think this issent enneigh of my affare, but it is. When men working for me get in det and cant settel, the fellers they oe to get sore and they try to get the munny from me and if I wunt help em get it they get sore at me and taik it all around I looze out becaws the fellers stop cumming heer to traid. A store full of clerks that dont settel theyer bills is bad for the bizness. Now why dont you let me tell Joplin. He see he gets his munny and then He taik out a cuppel of dollers a weke out of your pay till its settled.

"Its a fine thing to be abel to get trusted and it shoze a mans got a good reputation but whats going to happen if he doessent settel? Then he cant get trusted enneigh more and he loozes his good reputation and probly he goze kerflooie. I can see how eezey it is to get in the hoal and He help you get cawt up if youll agree to stay cawt up when you dont hav enuf munny to pay for a thing, cum to me and get an advance. I kno sumtimes a feller reely needs to get trusted and needs things before he has the cash."

So insted of getting fired Jimmie and cumming back to old Pinkvill—Punkvill Ime all riet agen—or I will be when I get cawt up once and I gess thatll taik me a while but I fele better becaws Ide bin worryin a good dele about how I was going to get out of my dets.

I told Bob all about it and he sed, "So you see youre working for a white boss even if you do think sumtimes heez pretty cranky. Now youll buleve me when I sed he was the best man to work for I ever had. Ide of helpt you if youd of askt me. You see heez rite that a feller can damij the bizness by what he does on the outside that rong as well as by what he does in the store thats rong."

I sed that was all rite but I thought a fellers time was his own when he was out of the store and he cood do what he wanted to do only I cood see it wassent rite to go and get in det so you coodent settel up.

And Bob sed, "Now you be a littel careful about how you go around hollerin that when you get out of the store your times your own and you can do enneighthing you like with it. I dont agree with all that. He say you can do what you want to with your own time as long as it doessent kepe you from being just as good a man for the boss."

"What dyou meen?" I askt Bob. "Whats the boss got to say about what I do out of the store?"

"Well its like this," says Bob. "If you leev the store at nite and go and hang around until haf the nite and then get up in the morning so tired that you cant do your work rite, aint it sum of the bosses bizness that you diddent go home and get a good nites slepe? Heez payin you for doing the best you can and when you dont do your best, then he loozes. Aint it so? So if a clerk goze and does things outside that maiks him a poorer clerk or maiks him mebby get crookid so heed steel from the boss, He say its the bizness of the boss all rite."

Say Jimmie thats sumthing Ide never thought about before had you? I gess the boss pays a feller for sumthing moren just so menny hours time every day. He pays him for doing his best Bob says.

I coodent help saying to Bob that I gesst that rool diddent work on Dazie our exqwisit stenographer in the bosses offis becaws he goze and taiks her out himself and kepe her one-steppin and high-steppin around town all hours of the nite so she cant be very good on her job next day, but Bob says the feemail of the speeshes is more tuffer than the mail and enneighway all we got to think about is our own jobs and not Dazies and

(Continued on Page 18.)

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

A good habit is easily acquired—make a **First Roman Cigar** A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

Figures of Cigar, Cigarette and Tobacco Production

Calendar year.	Cigars. Large.[1] *Pounds.*	Cigars. Small.[2] *Pounds.*	Cigarettes. Large.[1] *Pounds.*	Cigarettes. Small.[2] *Pounds.*	Tobacco and Snuff. *Pounds.*	Total *Pounds.*
1897	77,452,711	1,283,360	[3]	17,477,402	260,957,560	357,171,033
1898	83,460,874	1,977,100	23,064	17,058,285	247,358,414	349,877,737
1899	90,972,441	2,774,237	27,705	14,389,242	258,975,685	367,139,310
1900	102,561,373	2,833,816	33,723	13,050,314	260,683,658	379,162,884
1901	112,889,751	3,498,511	41,225	11,038,479	270,571,680	398,039,646
1902	114,955,138	2,434,029	81,863	11,734,296	298,348,638	427,553,964
1903	127,582,057	2,473,841	54,803	12,484,768	300,758,210	443,353,679
1904	124,623,057	3,046,196	53,494	13,297,282	307,491,554	448,511,583
1905	127,101,452	3,449,290	60,452	13,371,341	314,524,931	458,507,466
1906	136,335,003	3,943,688	99,550	16,011,385	325,370,642	481,760,268
1907	142,554,647	4,971,198	131,238	18,498,212	320,729,538	486,884,833
1908	126,057,483	4,382,765	156,488	20,509,433	531,907,336	483,013,505
1909	132,259,693	4,410,407	156,558	23,558,287	344,325,030	504,709,975
1910	136,462,219	4,654,241	172,994	31,099,325	350,480,900	522,869,679
1911	144,680,920	5,236,325	151,897	38,446,231	346,544,032	535,059,405
1912	145,781,078	3,909,572	150,910	46,966,201	350,549,373	547,357,134
1913	158,775,358	4,230,400	138,534	56,420,334	338,870,673	558,415,299
1914	153,954,271	4,803,186	92,400	62,416,966	333,883,676	554,850,499
1915	141,854,038	4,594,293	92,374	66,699,013	338,488,062	551,687,780
1916	154,949,262	4,118,650	104,488	93,233,755	349,198,684	601,604,839
1917	165,360,912	4,215,037	131,159	133,374,761	354,984,236	658,066,105
1918	158,345,626	3,931,216	211,323	177,167,844	369,080,675	708,736,684

[1]Weighing more than 3 pounds per thousand.
[2]Weighing not more than 3 pounds per thousand.
[3]Included in "Cigarettes, small."

TOBACCO CONSUMPTION DOUBLES

Washington, D. C.

THE consumption of tobacco has practically doubled within the last twenty years, according to statistics which have been compiled by the Department of Commerce. With a total consumption in 1897 of 257,171,033 pounds, there has been a steady increase, with the exception of 1898, up to the present time, the consumption last year totaling 708,736,684 pounds, nearly double that of 1897 and more than double the consumption of 1898, which was 349,877,737 pounds.

While consumption for all purposes has increased greatly within the twenty-year period, it is due to the increased popularity of the cigarette that our present consumption is so much greater. In 1897 only 17,477,402 pounds of tobacco were used in the manufacture of cigarettes, but last year the consumption of tobacco for this purpose was more than ten times as much, the total being 177,379,167 pounds.

NO CHANGE IN REVENUE LAW

Washington, D. C.

No changes in the present revenue law, except possibly the repeal of the excess profits tax, will be asked of Congress when that body again meets in December, according to sentiments recently expressed by Secretary of the Treasury Houston. There can be no reduction in taxes, he has declared, if the plans of the Treasury Department to retire the floating indebtedness of the country in the next two years are to be carried out.

Taxation must be maintained at approximately the present level, and any recommendations that may be made to Congress for a revision of the present tax law will not result in any substantial reduction in the volume of tax receipts by the Government. The industry, therefore, cannot hope for any immediate repeal of the tax sections by which it is affected, nor can the general public look for the repeal of the luxury and other taxes which it directly pays.

Secretary Houston has declared that he hopes to reduce the present total of the floating indebtedness of the Government by fifty per cent. by next year, and that by the year following he hopes the entire floating indebtedness will be retired. At the same time, it is his desire to have a sufficient amount of surplus funds on hand, derived from tax collections and other sources of revenue, to enable the payment of a part of the Victory notes maturing in two and one-half years.

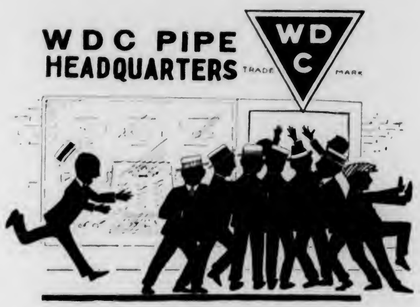
The Secretary has declined to say what he would recommend to Congress, declaring that he has not yet completely made up his mind on this question. In view of his preceding statements, however, it would seem likely that any recommendations for the repeal of taxes would be accompanied by plans for substitutes under which an equal amount of money would be raised. It is not expected that the matter will be initiated by the Treasury Department, but that recommendations will be made if and when Congress commences a discussion of new methods of taxation.

When the question does come up, there is little doubt but that the revision of the present excess profits tax will be recommended, in order that business taxation may be lessened and industrial development aided. Such a recommendation was made by former Secretary of the Treasury Glass during his incumbency, and has been urged repeatedly by men in practically every line of business.

THEY ARE HERE!

GLASSINE WRAPPED PACKAGES CONTAINING TWENTY CIGARETTES

REED TOBACCO CO., Branch Larus & Bro., Co. Richmond, Va. Write Us Direct If Your Jobber Cannot Supply You



They Fight To Get In

Make your store W D C Headquarters. Then the every day "smoke" sale will bring in crowds that will make a fire sale look like a pile of wet cinders.

Put your W D C cases on your counter and in your windows. Have a few of the attractive W D C display cards properly placed in the store.

Then enlarge your entrance to keep the crowd from sticking. For there is sure some big demand for W D C Pipes and Triangle Tubes.

And the demand is growing. W D C quality is bringing back the smokers who know. W D C advertising is creating a bunch of new business.

So check up stock and send your jobber a hurry-up order for refills.

WM. DEMUTH & CO.
NEW YORK

World's Largest
Pipe Manufacturers

"It's a W D C"

LETTERS FROM THE STORE KID

(Continued from Page 14.)

he thinks the boss is going to marrie Dazie before long and then she will be doing her one-steppin down to the corner groserie and back.

Well I gess it wood be a good thing if theyd get married beeaws I knotis it taiks the boss about twice as long to dicktait his mail as it used to taik and he sits so close to the tiperiter that he mite about as well be running it himself and sum of the letters I taik to the P O is directed bottom side up and stampt on the rong corners and if its luv that gets the tiperiting all shot to pecces why dont they get marrid and forget it?

Jimmie was you ever in luv? Dont it giv you a pane to see grone up men standing round wating for sum pi-faced daim with a stik-up noze to tell em where they get off? Say I got a luv storie out of the librarie the other day and oh smush! Ide rather reed the Tobacko World thats got sum sense in it and that tells a feller how to be a bizness man and sell cigars and all the things he wants to know about the bizness. Luv stories and luv mooveys maik me sick. I alwys beet it when they cum to the finel clinch.

Your frend,
BILL.

"ANY THING BETTER" AND "ANY THING CHEAPER"

The war which was won has now to be paid for, and the effects of the financial burden which has to be borne by the community at large is having its effect upon trade, particularly upon what may be described as luxury businesses. Even the tobacco trade, which deals with a necessity rather than a luxury, is to some extent feeling the influence of the limitation of the amount of money the average man has available for the purchase of non-essentials; and although the sale of tobacco and cigarettes is fairly well maintained, the demand for cigars is by no means all that could be desired. In the fancy goods trade the slump is specially noticeable. Two or three years ago, when workers were able to command almost any wage, and when men home on leave spent their money freely, the question most frequently addressed to the fancy goods seller when offering his wares was, "Have you anything better?" But money is not now so plentiful, or at any rate the surplus after meeting the cost of living, the higher taxes and rates, is not so great, and the common query is, "Have you anything cheaper?" Silver goods are cheaper, and the commercial travelers offering this class of article are lamenting the lack of orders from retailers. Undoubtedly the reiterated request for "anything cheaper" is a good indication of the tendency of the trade at the present time.—Tobacco Trade Review, London, England.

TOBACCO COMPANY DIVIDENDS

Tobacco trade dividends have been declared by Liggett & Myers Tobacco Company, quarterly dividend of 1¾ per cent. on preferred stock, payable October 1st: Tuckett Tobacco Company, a quarterly dividend of 1¾ per cent on preferred stock, payable October 15th, and a quarterly dividend of 1 per cent. on common stock, payable October 15th.

"Ask Dad - He Knows"

(Borrowed from American Tobacco Co., Inc.)

ASK the small and large cigar manufacturers who own Model M Universal Tobacco Stripping and Booking Machines—ask the cigar makers in the 1500 Model M Universal equipped factories—ask the operators who run these machines.

The "Big Boss" knows that the Model M Universal speeds up production, reduces overhead, eliminates waste and turns out a better product.

The Cigar Maker knows that he can produce more cigars and make more money working with the clean, smoothly-booked tobacco stripped with the Model M Universal.

The Operator knows that the Model M Universal is not only simple to operate but that it cuts out the fatigue and drudgery inseparable from hand stripping.

[The Model M Universal pays for itself in a short period of time. Then it goes on making money for you from day to day and year to year. Send now for our catalogue and price list. Learn why every up-to-date cigar factory should have this machine.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Zorilla 9*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

HERE'S A HIGH DIVE

PRINCE HAMLET

CIGARS

Prince Hamlet is making a "high dive" for popular approval that is bound to be a winner. Sixty feet is as pretty a "swan-dive" for smoke-favor as you ever saw.

Prince Hamlet lights so easy in a customer's "cigar consciousness" that he scarcely makes a ripple in the "pool."

PRINCE HAMLET

2 for 25c.—15c.—25c.

Also 10c. and 11c. sizes

The Well-Balanced Satisfying Smoke

Our Car-Cards picture him in the correct attitude. He's a favorite with most Dealers. Know him!

BAYUK BROTHERS

Manufacturers of the Famous "Mapacuba" Cigars

PHILADELPHIA

New York, 119 Lafayette Street Phone, 3166 Franklin

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

ENGLISH-GROWN TOBACCO

THE Ministry of Agriculture is directing attention to the prospects of tobacco growing in England, and claims that recent research and experiment have shown that a good case has been made out for its cultivation on English soil. Along with this is coupled the statement that if 1000 acres of British soil, unsuitable for the production of wheat, were put under tobacco, the industry would provide profitable employment for 200 families during at least eight months of the year, and would benefit employer, employee, and the nation alike.

Tobacco growing in this country, the Ministry says in a survey illustrating the vicissitudes through which the industry has passed, was begun soon after the plant was first brought from America. It was introduced from Florida, probably in 1565, by Sir John Hawkins, although this gift to man of the Western Hemisphere is more usually associated with the name of Sir Walter Raleigh. To him its introduction is attributed by Edmund Howe, the chronicler, who says that "Sir Walter Raleigh was the first that brought tobacco into use when all men wondered what it meant."

According to John Worledge, in his "Systema Agriculturæ" of 1675, there were plantations of many hundreds of acres of tobacco in Gloucestershire, Devonshire, Somerset and Oxfordshire.

Worledge describes the processes of growing and preparation. "The young plants," he says, "are raised from seed in February or March on a hot bed, and then planted out in prepared ground from whence you may expect a very good crop, and sometimes two crops in a year. The leaves when gathered are first laid together on heaps for some time, and then hanged up (by a thread run through them) in the shade until they are dry, and then put up and kept, the longer the better. In this experience is the best master."

This considerable cultivation, the Ministry says, sufficiently proves the popularity which tobacco had attained during the century immediately following Hawkins' and Raleigh's time. Notwithstanding its popularity, tobacco had incurred the censure of James I. His dislike was shared by Cromwell, who sent troops to tread down the fields, but the Parliamentary soldiers are said to have smoked at the Protector's funeral in order to celebrate their recovered liberty.

In the time of Charles II tobacco flourished at Winchcombe, in the Vale of Evesham, but rather than collect Excise duty the authorities preferred to abolish the English growth. They were prompted also by certain courtiers who desired a monopoly in the Virginia plantations. Pepys records that it was necessary to send down troops to destroy the tobacco fields, and, as in Ireland at a later date, an industry was deliberately wiped out of existence. By this time it would have developed such proper varieties, methods of cultivation and manufacture, as would have given it a suitable position in the general market.

In 1831 the Act permitting tobacco to be grown in Scotland and Ireland was repealed, apparently on account of the difficulty of Excise supervision. In 1886 and 1887, however, such trial plots were permitted in England, but the results were not encouraging. Before then, in 1883, an attempt was made to revive the industry, but it failed, owing to incomplete knowledge of the best methods of managing the crop, and tobacco cultivation in this country may be said to have been practically non-existent since the early years of the nineteenth century. It is assumed that the home industry in those early days was prejudiced by popular

(Continued on page 22)

A SUCCESS, *from the first day*

To Jobbers and Dealers

Many thanks for the rush of orders that have greeted this newcomer. We are doing our best to fill them.

"111"

ONE-ELEVEN CIGARETTES

20 *for* 15c

Guaranteed by

The American Tobacco Co.

INCORPORATED

111 Fifth Avenue, New York City

111 Cigarettes are made with the same care and carry the same guarantee that identifies all the products of The American Tobacco Co.

LIPSCHUTZ'S
44
CIGARS
Cigar Co., Inc. Philadelphia

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.
American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

(Continued from page 20)

distrust of British grown tobacco, a prejudice that may have arisen from successive failures to establish cultivation in these islands.

In 1907 the Act of 1831 was repealed, and since that time it has been lawful to cultivate tobacco in Ireland. Incidentally, it is interesting to note that in 1626 the price of 8 ounces of British grown tobacco was 5s., and in 1656 2 ounces cost 1s. Records show that in 1620 this country paid Spain at the rate of £120,000 per annum for tobacco. In 1907 the duty on tobacco containing not less than 10 per cent. of water was 3s. per pound. Owing to an extension of the experiments in Ireland, the Chancellor of the Exchequer authorized a payment of 1s. per pound to be refunded to the producer out of the duty paid on withdrawal from bond. In 1908 the Chancellor of the Exchequer financed a five years' experiment, costing £6000 a year, and this experiment was continued with Treasury assistance on the recommendation of the Development Commission.

The Finance Act of 1909-1910 removed, as far as England was concerned, the ban on tobacco cultivation, but in 1913 the rebate was withdrawn, and during the war the duty gradually rose to 8s. 2d. on a 10 per cent. basis. In 1919 the present Chancellor of the Exchequer gave one-sixth of the duty to Empire production, and further 2d. Excise allowance to the English product.

In 1911 Mr. A. V. Campbell, of the Rothamsted Laboratory, after visiting the tobacco-growing centres of Ireland, Holland, Belgium, Germany, France and the United States, expressed the opinion, which comprised the view of the Development Commissioners, that the question that requires settlement is not whether saleable tobacco can be grown at home but whether it can be grown at a profit. Mr. Campbell states in the report on his visit that an experiment should not be limited to one district and one kind of soil, but should be made on a fairly large scale, because economic cultivation cannot be carried out on less than 100 acres. Now that tobacco growing in England has passed the experimental stage, the Ministry adds, trustworthy data are available as to the best districts, soil, plants to raise, manure and methods of curing. The British Tobacco Growers' Society has carried out experiments in many parts of England, and has proved that the crop can be grown successfully on the poorer soils of Norfolk, and that this plant can take its place as a farm crop in the ordinary rotation.

Favorable reports of this year's tobacco crops in England are recorded.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 20th day of September, 1920.
RUTHERFORD S. BATES, Notary Public.
(Seal)
My commission expires January 21, 1921.

With acknowledgments to K. C. B.

"All right, Bill—
You can stop reading 'em"

BILL TOLD me.
HE HAD a good joke.
ON THE maker.
OF A well-known brand.
OF CIGARETTES.
LAST NIGHT, Bill said.
HE READ an ad.
OF THIS cigarette.
IN A magazine.
IT SAID "They Satisfy."
AND THIS morning.
IN HIS newspaper.
HE READ "They Satisfy."
AND ON a billboard.
AND ON a card.
IN THE street-car.
AND IN the dealer's window.
AND ON the counter.
HE READ "They Satisfy."

AND HE bought a pack.
OF THESE cigarettes.
AND I asked him.
"WHERE'S THE joke, Bill?"
AND BILL said.
"WHY THE darn fools.
SPENDING THEIR money.
PICKING ON me."
SO I said, "You bought 'em.
DIDN'T THEY satisfy?"
AND BILL said "Sure.
BUT HERE'S the joke.
FOR OVER a year.
I'D ALREADY been smoking.
THAT BRAND."

WE admit it, the joke's on us. And over three million other smokers are "in on it" with Bill. But the real joke is on anybody who looks for "Satisfy" anywhere but in Chesterfields—for the Chesterfield blend *can't be copied!*

They Satisfy Chesterfield
CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

"EDGEWORTH" CIGARETTES ARE HERE!

Edgeworth Cigarettes! Well, they are here and the Reed Tobacco Company, which company, by the way, is the cigarette-making branch of Larus & Brother Company, Richmond, Va., is now offering them to the entire country. They claim to have a cigarette in Edgeworth which is worthy of its name and a credit in every way to the prestige enjoyed by the famous Edgeworth brand of tobacco. The Edgeworth factory, with its many years of experience (established in 1877), has worked hard and long on a cigarette which it could safely trust to be a winner and worthy of the name carried by its distinguished predecessor in the tobacco field.

In deciding on the blend which they are now offering to the public in Edgeworth cigarettes, they submitted several different blends to hundreds of smokers, and after many months of such tests, it was found that the almost unanimous choice was the present Edgeworth blend, an expert selection of the finest tobaccos.

The color scheme and general design of the Edgeworth tobacco packages are followed in giving the Edgeworth cigarette label, carton, etc., a dignity in keeping with the Edgeworth family, and in wrapping each individual package with glassine paper, they have also accomplished the last word in appearance and protection of cigarettes.

It was first decided to try out the New England trade. The cigarette took and the demand grew so rapidly that all shipments were made by express for over a month. In the meantime inquiries were received from all over the country for the newcomer, but inasmuch as the New England territory was taking all the factory could turn out with its limited capacity, no other orders were accepted. For the past several months the factory has been hard pressed to keep the trade supplied, but the expected arrival of additional machinery puts the company in a position to increase the output very materially. Now they are ready to offer Edgeworth cigarettes to the entire country, assured its success in New England is but a forerunner of even greater success elsewhere.

Edgeworth cigarettes are packed in the usual carton of ten packages and go to the trade at $9.50 per thousand and to the customer at 25 cents per package, which means to the retailer an interesting profit.

In a recent report on a market for tobacco-manufacturing machinery in Bahia, Brazil, Consul Bevan states that there are four large cigarette factories in Bahia alone which have an estimated annual output of about 750,000,000 cigarettes; only one of these establishments is equipped with machinery. Throughout the district there would appear to be a good demand for such machinery, and the consul suggests that the best way in which to introduce it would be through the sending of a salesman to Bahia to deal direct with the local manufacturers. According to Brazilian statistics, 38,115,761 kilos of leaf tobacco were exported from Bahia in 1919.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

TAMPA PRODUCTION GROWS

Tampa, Fla.

WHILE the flow of workers to the benches in the local cigar factories continues unabated and steadily—if a bit slow—the output shows a steady increase and especially in the better classes of cigars, the manufacturers put across a master-stroke Thursday, when the "Tribune" came out with evidence to prove that Jose M. Muniz, secretary of the joint advisory board of the unions, had invested in a cigar factory which was organized in August. The "Tribune" carried a statement it had secured from the internal revenue office that Muniz, Barbette Muniz, M. Membiela and another had organized M. Membiela & Company, which firm bought out the Checkmate Cigar Company, August 17, 1920. Jose Muniz had several days previously denied in a signed statement in the "Tribune" that he had invested any money in any business and had no connection with any cigar factory.

Along with the revenue office statement, the "Tribune" also printed a statement from E. W. Monrose, that he had witnessed, as notary, a partnership agreement in which Muniz became one of four owners in the new firm.

Muniz, however, claims that he gave his note and did not invest any money. He also states that he withdrew from the firm in September and that his note was cancelled.

The manufacturers have been endeavoring to show that the advisory board members are profiting by the strike and had intimated that Muniz and others were investing in buckeye factories.

But back to increased output. The week ending September 25 was the biggest since the strike began, some ten million cigars being produced.

A distinct feature is the increase in Class E and Class D goods. Thursday the sales of Class E stamps totaled more than the entire E sales for June and July. The same day the Class D stamp sales totaled more than either one of these two months.

The manufacturers confidently expect to break through the strike in time to begin filling holiday orders. They figure that the first ten days of October will see the crisis passed and the majority of the benches filled.

Cooler weather has just arrived and it is accentuating the situation in the cigarmakers' homes, where $4.50 per week strike benefits do not go very far.

The bonded warehouses of Rotterdam, Holland, now constitute a free port for all practical purposes. This was provided for by a law enacted in June and a commission provided to formulate plans for the practical operation of the proposition. Arrangements having been perfected, the law is now effective.

The United States Department of Agriculture states that the area of tobacco planted this season is estimated a 93 per cent. of last year's acreage or 37,000 acres. The condition of the crop on July 1 was 90 per cent. of a normal, indicating a yield of 1359 pounds per acre and a total production of 55,719,000 pounds, as compared with 54,500,000 pounds last year, and 55,704,000 pounds, the average production of the past ten years.

MURAD
THE TURKISH CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.
"How many cubs do you bring into the world at one time?" she asked the Lioness.
"Only ONE," replied the Lioness—"but it's a LION."
MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!
MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.
But they wouldn't be MURADS—they'd only be Boxes!
"Judge for Yourself—!"
Special attention is called to Murad 20s in Tin Boxes

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1870 GATO 1870
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $3 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLOR DE JOSE M. MUNIZ:—41,865. For all tobacco products. August 28, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

TAMPA FLYER:—41,866. For all tobacco products. September 7, 1920. American Litho. Co., New York City.

TRANSFERS

ROSSMORE BOUQUET:—7090 (Tobacco Leaf). For cigars. Registered January 3, 1893, by Chas. J. Nielsen, Brooklyn, N. Y. Transferred to Chas. J. Nielsen's Sons, Brooklyn, N. Y., June 12, 1920.

NIELSEN'S HAVANA:—7110 (Tobacco Leaf). For cigars. Registered January 10, 1893, by Chas. J. Nielsen, Brooklyn, N. Y. Transferred to Chas. J. Nielsen's Sons, Brooklyn, N. Y., June 12, 1920.

ANNA MARIA:—16,555 (Tobacco World). For cigars, cigarettes, cheroots. Registered October 3, 1908, by Louis E. Neuman & Co., New York City. Transferred to Pablo Gonzalez, Tampa, Fla., September 20, 1920.

SCHWARZ & SON ENTERTAINED

Forty members of the sales force of Schwarz & Son, Newark jobbers, were the guests of Wait & Bond, Incorporated, last Friday afternoon, September 24, in an inspection of the "Blackstone" and "Totem" cigar factories in Newark. The group, led by Jacob L. Schwarz, president of Schwarz & Son, and Nathan Carris, manager of the cigar department of the same concern, met at Waitt & Bond Factory No. 2, where guides took them in charge and escorted them through the big building. All the processes in handling the tobacco and manufacturing and packing the "Blackstone" and "Totem" cigars were explained fully and most of the party had their first view of the ingenious mechanical equipment now used throughout the Waitt & Bond factories.

The visitors were then shown through the instruction school, where the company's operatives are trained, after which they went to Factory No. 1 to witness the making of the "Blackstone Midget," "Blackstone Junior" and "Bantam" cigars.

A social session was then held in the offices of the company, where refreshments were served.

The Schwarz salesmen repeatedly cheered the Blackstone outfit for the hospitality of the occasion and the various speakers predicted largely increased business for the Waitt & Bond cigars in the New Jersey territory.

Acting as hosts for Waitt & Bond, Incorporated, were William E. Waterman, president; C. B. Waterman, vice-president; James M. Porter, vice-president and general manager; C. A. Sullivan, treasurer; C. Howard Knapp, auditor and secretary; P. M. Forristall, sales manager, and Marcus Conlan, publicity manager.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give number of patent only.]

No. 1,352,421. PROCESS OF PRESERVING MANUFACTURED OR LEAF TOBACCO. Vicente Catala Alsina and Genaro Fernandez, Buenos Aires, Argentina, S. A., patentees.

Patent for a process of preventing injury to tobacco products, by the tobacco moth and other similar insects, which comprises subjecting the tobacco products to the odors emanating from a mixture comprising a mixture of vanilla beans and tonka beans, said mixture being placed in proximity with the tobacco products, but being protected from actual contact therewith, and allowing the tobacco products to absorb the odors.

No. 1,352,613. CIGARETTE BOX. James L. Langan, New York, N. Y., patentee.

This patent is awarded for a cigarette box which comprises the combination with a follower fitted to slide in the storage space therein, of tensioned elastic strips extending across the box transversely of the opposite edges of the follower and at the opposite sides of the storage space in the box, and loops at one edge of the box at opposite sides of the storage space, each of the elastic strips being overlapped upon itself, one end thereof being fastened to the end of the box opposite to that having the loops, the other end of the strip being fastened to the follower and the intermediate portion of the strip slidably connected with one of the loops on the box whereby the tension on each strip, when cigarettes are stored between the follower and the end of the box having the loops, will be distributed throughout the length of the strip.

No. 1,347,204. CIGAR HOLDER. William H. Bridges, Cincinnati, Ohio, patentee.

A cigar holder having an internal recess near the outer edge of the socket, a finger normally seated in the recess, a spring arm upon the exterior of the holder projecting inward and engaging the finger, and a means for pressing the spring arm inward to carry the finger out of its recess.

Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST. CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 20

The TOBACCO WORLD

OCTOBER 15, 1920

LIBRARY RECEIVED OCT 21 1920 U. S. Department of Agriculture

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

MELACHRINO

"The Cigarette Elect of All Nations"

"The Cigarette Elect of All Nations" is more than a phrase—it's a *fact*. That Melachrino quality appeals to connoisseurs everywhere is proved by the vast demand for this excellent cigarette.

Throughout the World— the World's Greatest Seller

NINES - FIVES - FOURS
Plain and Cork Tip

M. MELACHRINO & Co.
1790 Broadway - New York

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Vice-President
ASA LEMLEIN, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

R. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hote McAlpin

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

NOTICE—A CHANCE TO MAKE MONEY. Send to us and get fifty (50) of our fine First Class cigars for Three Dollars ($3), and be convinced. Anheier Brothers, Monticello, White Co., Ind.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 October 15, 1920 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Cedar Cigar Box Lumber

The All-Cedar box is the best package for fine cigars. That fact is beyond dispute.

The manufacturer of fine cigars does not economize on the quality of his tobacco. He should not economize on the quality of his package.

Cedar lumber is not as high relatively as cedar substitutes. The advantages of Emery Cedar are many---uniform grades, good manufacture, dependable stock in every way, good service.

Ask any cigar box manufacturer or lumber man if the above are not clean-cut facts.

The George D. Emery Co. are specialists in importing fine Spanish cedar logs and manufacturing solid cedar cigar box lumber and veneer.

GEO. D. EMERY COMPANY

220 Eleventh Avenue **New York City**

THE STANDARD CIGAR MOLD CO.

No. 90 WALL STREET, NEW YORK CITY

PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS

Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured

Price

10 section $2.25
20 " 2.50
} F. O. B. New York

5% Discount allowed on all orders accompanied with remittance

For Gentlemen of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

WILLIAM BLACK & COMPANY

311 East 94th Street, New York City

Manufacturers of **AROMATORS** *in all sizes & finishes*

The Only Way to Preserve the Freshness and Quality of Cigars

WRITE FOR QUOTATIONS

Volume 40

THE TOBACCO WORLD

Established 1881

Number 20

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1920 Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington Bureau,
The Tobacco World,
622 Albee Building.

TAXES amounting to $295,845,377 were collected from the tobacco industry during the fiscal year ended with June 30th, last, according to a preliminary report of the operations of the Bureau of Internal Revenue which has just been made public by the Treasury Department. This was an increase of nearly ninety million dollars over the collections of $206,003,091 reported for the fiscal year 1919. In addition, the bureau collected $142,373 in taxes from manufacturers of cigar holders, pipes, etc.

Total collections for the year, as shown by the report, amounted to $5,408,075,468, an increase of $1,557,925,389 over the collections for the fiscal year 1919. Of this increase, all but $201,000,000 was collected from the income and excess profits taxes. The fact that total collections increased by one and a half billion dollars, however, does not tell the entire story, for prohibition resulted in the loss of nearly $350,000,000 in revenue from the liquor industry.

Of the tobacco taxes, those collected on small cigarettes comprised more than half of the total, $151,226,481 being derived from that source, an increase of $60,785,674 over the collections of 1919. Second in importance was chewing and smoking tobacco, taxes on which amounted to $74,677,994, an increase of $17,186,610 over 1919. Large cigars paid taxes totaling $55,427,617, an increase of $19,341,370, and other collections were: $992,113 on small cigars, an increase of $67,097; $285,934 on large cigarettes an increase of $123,585; $6,948,931 on snuff, an increase of $1,814,564; $1,541,746 on cigarette papers and tubes, an increase of $521,214; $3,704,262 in floor taxes, a decrease of $9,323,044; $5417 in additional taxes on cigar and cigarette stamps, a decrease of $558,380; $2573 in additional taxes on tobacco and snuff stamps, a decrease of $359,603, and $1,032,304 in special taxes on manufacturers of cigars, cigarettes and tobacco, an increase of $243,195.

Other collections during the year of interest to the tobacco industry were $130,784,484 from the tax on freight, an increase of $14,438,508 over 1919; $17,507,703 from express shipments, an increase of $3,295,802; $98,805,091 from the transportation of persons, an increase of $21,014,312; $6,074,592 from seats, berths and staterooms, an increase of $177,759, and $26,634,875 from telegraph and long-distance telephone messages an increase of $8,755,642.

The report also shows the taxes collected on tobacco products from the Philippine Islands and Porto Rico during the fiscal year 1920. Collections of taxes on Philippine products included $1,415,566 on large cigars, an increase of $327,371 over 1919; $21 on large cigarettes (the first tax to be collected under this heading on the islands' products); $9599 on small cigarettes, an increase of $1142. Taxes collected on manufactured tobacco fell from $130 in 1919 to $6 in 1920; floor taxes decreased $1316 to $10, and the additional taxes on cigar and cigarette stamps held by manufacturers decreased from $22,368 to $80. Porto Rican taxes included $1,588,947 from large cigars, an increase of $1,014,563 over 1919; $19,500 on small cigars, an increase of $13,950; $6480 on large cigarettes, an increase of $384, and $150 in additional taxes on stamps. Taxes on small cigarettes manufactured in Porto Rico decreased from $34,710 in 1919 to $6606 in 1920.

The cost of operating the internal revenue service during the year was 55 cents on each hundred dollars collected, two cents on the hundred dollars more than the cost for the preceding year. The increased cost is attributed to the expense of enforcing the prohibition, narcotic and child labor laws. It is shown that approximately $90,000 was spent to enforce the provisions of the child labor act, but the taxes collected under that law amounted to only $2380.

An interesting feature of the report is that while the liquor and tobacco taxes in 1909 formed 99.19 per cent. of the bureau's total collections, in 1920 those taxes amounted to only 8.06 per cent. of the receipts. Collections of tobacco taxes, which in 1909 amounted to $51,887,178, or 21.07 per cent. of the total collections, in 1920 formed only 5.48 per cent.

* * *

Trade between Germany and the United States is rapidly increasing in volume, according to officials of the Department of Commerce, exports to that country during the month of August totaling $19,422,006, while imports amounted to $12,489,778. With the removal by the War Trade Board Section of the State Department of the remaining restrictions surrounding trade

with former enemy countries it is expected that transactions with Germany, both import and export, will show a material increase within the next few months.

The department has compiled figures showing the distribution of our foreign trade during the month of August. Our principal markets were the United Kingdom, to which exports totaled $119,305,819; Canada, with $89,244,244; France with $38,321,950, and Cuba with $38,483,457. These were the only countries importing more than $25,000,000 in commodities from the United States during the month.

In imports our most important source was Canada, with $59,503,588, followed by the United Kingdom, with $43,414,679, and Japan, with $40,389,428.

***

The restrictions heretofore laid upon our trade with Germany, her associates in the late war and persons in other countries declared alien enemies, have just been lifted by the State Department. An announcement from the War Trade Board Section of that Department states that the General Enemy Trade License issued July 8th last, has been so amended as to now authorize all persons in the United States to trade and communicate with all persons with whom trade and communication has heretofore been prohibited under the provisions of the Trading With the Enemy Act.

There are some slight limitations and exceptions to this general opening of the channels of trade and communication. This general license does not affect existing import and export regulations of the War Trade Board Section or regulations which may be promulgated in the future. It does not authorize any trade with respect to any property which heretofore, pursuant to the provisions of the Trading With the Enemy Act has or should have been reported to the Alien Property Custodian, or property which has been seized or has been required to be conveyed, transferred, assigned, delivered or paid over to him.

This last limitation will not prohibit communications which constitute merely inquiries or information concerning the property described above, or prohibit trade with respect to any property which the Alien Property Custodian has stated in writing he would not seize or require to be conveyed, transferred, assigned, delivered or paid over to him.

***

Picketing by strikers, regardless of the manner in which conducted or the attending circumstances, is held to be unlawful by the United States Supreme Court, which has affirmed the decision of the Supreme Court of the State of Missouri, in the case of a motion picture operators' union of Kansas City versus a local theater.

This decision covers one of the very important "peaceful picketing" cases and will doubtless serve as a precedent in other cases now pending in the Supreme Court and give light to lower tribunals in future proceedings of the same nature.

The union contended that picketing, when conducted in an orderly and peaceful manner, was lawful and within its rights to inform the public and one another concerning the attitude of any person or persons towards union labor, and that it was merely exercising the rights of personal liberty and free speech as guaranteed to it by the Constitution of the State of Missouri and the Constitution of the United States.

One of the respondents in the case had been a member of the operators' union, relinquishing his membership prior to the institution of the suit because of his refusal to pay a fine imposed for claimed revelation of business of the union. He thereafter claimed to have acquired an interest in the theater and operated its moving picture projecting machine.

The union objected to his operating the machine, alleging he had no interest in the house and his action in so doing was a subterfuge exercised for the purpose of ultimately destroying the organization, breaking down the standard scale of wages, regulating hours and conditions, etc., "because it was against the rules of the union for a member to have an interest in a show and conduct it himself."

Following a refusal to comply with the demand of the union picketing was commenced on April 16, 1916, and as the Court found, in a "peaceful manner." The union contended that "if employes may lawfully organize themselves into associations for their mutual protection and betterment, they have the right in order to accomplish that purpose and in the exercise of their constitutional privilege of free speech and personal liberty, to inform the public by information and persuasion of the unfair attitude toward them of any person or persons."

The Circuit Court had found that while the union had damaged the business of the respondent, peaceful picketing was not unlawful and dissolved the injunction against the union previously granted the respondent. The Supreme Court of the State took a different view, reversed the decision of the Court below and reestablished the injunction. The United States Supreme Court has affirmed the latter by refusing to grant a writ of certiorari ordering the case up for review and, therefore, "peaceful picketing" becomes unlawful.

***

There is little likelihood of any effort being made to do away with the present practice of bulking weights on so-called "on lot" shipments sent by express. A rumor was current in New York recently to the effect that the American Railway Express was about to file a schedule with the Interstate Commerce Commission which would seek to substitute an individual rate for the "on lot" rate.

This would mean that where a shipper sent several packages at the same time and to the same consignee, instead of "lumping" the weights and subjecting the total weight to the appropriate express rate, each package would be weighed and considered separately. In other words, a concern shipping five packages each weighing twenty pounds would have to pay the twenty-pound rate on each instead of paying the hundred-pound rate on all as a single shipment.

Railroad and express men at the Interstate Commerce Commission stated that it was not likely that the American Railway Express Company would seek new rates on such a basis, and, further, that the Interstate Commerce Commission would hardly consider such a proposal.

The new rates contemplating the 13½ per cent. increase granted them by the Interstate Commerce Commission will go into effect twenty-four hours after the new tariffs are filed with the Commission in Washington.

Contracts in Restraint of Trade

WHEN an established business is sold the good-will and trade name of the business are usually included in the purchase price. The purchaser, in order to safeguard his interests, may require the seller to sign an agreement which specifies that he will not engage in a competing business within certain territory and for a given time. Such an agreement is known as a contract in partial restraint of trade, and if the terms of such a contract are not unreasonable it will be upheld by the courts.

In many instances the good-will of a business is one of the most important assets, and the purchaser of this good-will has a legal right to protect himself. He may not, however, make unreasonable and unjustifiable demands of the seller or impose conditions which would not benefit the purchaser. Thus, where the purchaser of a business, which is purely local, being confined to a certain city, should ask the seller to agree not to again engage in a similar business in that state, such an agreement would not be valid, because it would be unreasonable and in restraint of trade. But if the purchaser should demand of the seller not to engage in a like business within the territory likely to be affected, and within a certain time, such an agreement would probably be valid, as it would be in partial restraint of trade only.

A case of this nature was recently decided in one of the higher courts. In this instance the seller disposed of his real estate, business, trade name and good-will. He also entered into an agreement with the purchaser that he would not, for a period of two years from the date of the sale, within the same city and for a period of five years, within a radius of two miles from this place of business, be or become directly or indirectly engaged in or connected with any similar business, either individually or as a member of a partnership, employe or stockholder of another company.

Three years after the date of the agreement the seller, Johnson, rented a property about two miles from his former place of business and started to equip this property for a business similar to that which he sold. In this he was entirely within his rights. However, immediately upon again entering in business he began to advertise extensively by various methods and to solicit business within a radius of two miles from his former place of business. In doing so he thought he was acting within his legal rights, because he construed the terms of the agreement as merely prohibiting him from establishing his business within certain territorial limits, but which did not prohibit him from soliciting business within the prescribed area.

Newton, the purchaser, however contended that Johnson was violating the agreement by doing business within the territory mentioned and asked the Court for an injunction to restrain him from soliciting any further business in violation of their agreement. The Court upheld Newton's claim and granted an injunction against Johnson. In doing so the Court expressed the following opinion:

"We are of the opinion that it is a breach of the agreement to conduct a business similar to the one transferred within a radius of two miles, or to do acts in violation of the spirit and intent of the contract. The defendant cannot be restrained from establishing a similar business after a period two years beyond the territorial limits set forth in the agreement, but the soliciting of business, the selling and delivery of goods to customers within the territorial limits is carrying on business and a breach of the contract.

"We need not concern ourselves as to the motive or reason actuating the minds of the parties to the agreement as to the limitation of time or territory as therein set forth. As we have already stated, the purpose and requirements of the agreement are perfectly clear and we cannot read into the agreement any mental reservation or mutual understanding not therein expressed at the time of execution."

The greater number of contracts in partial restraint of trade arise in the sale of what is known as the good-will of a business. The purchaser of an established business assumes that the people who traded there will continue to trade there, irrespective of changes of ownership, and this likelihood is known as the good-will of the business. But when the purchaser executes a contract of this nature he should be sure that it is reasonable, that it does not impose conditions upon the seller which are of no benefit to the purchaser; for if the contract is unreasonable in its terms the courts will probably declare it void, leaving him without protection.

For instance, the purchaser of an established business in an eastern city had the seller agree not to again engage in a like business at any time. The Court held that the contract was illegal and in unreasonable restraint of trade. The restriction imposed upon the seller was uncalled for and unnecessary to protect the good-will of the business.

The important thing to bear in mind when making contracts of this nature is that of a reasonable partial restraint of trade is usually held to be legal, while an unreasonable restraint of trade is always void. Just what is a reasonable restraint is, of course, a question of the courts to decide; but if the purchaser does not impose upon the seller greater restrictions than are necessary he can feel assured that he is amply protected. (Copyright by Ralph H. Butz.)

W. T. MARSHALL WITH M. EISEMAN & SONS

William T. Marshall has become director of sales with M. Eiseman & Sons, of Philadelphia. For the past two years he has been with John H. Swisher & Co., of Newark, Ohio, in the same capacity. From 1909 to 1919 Mr. Marshall was associated with his father, E. D. Marshall, on the Pacific Coast, representing Sig. C. Mayer & Co., Allen R. Cressman's Sons and others.

A. A. C. After Fake Tobacco Cures

THROUGH the kindness of Mr. Frank W. Harwood, Advertising Director of the General Cigar Company, we have received the following special bulletin of the Associated Advertising Clubs of the World, on the subject of "Nicotol," widely advertised as a cure for the tobacco habit and declared to be a fraudulent preparation.

This special bulletin is issued by the National Vigilance Committee of the Associated Advertising Clubs of the world, and states as follows:

"The H. J. Brown Medicine Company, Cleveland, Ohio, uses newspaper space and circular matter in advertising a preparation called 'Nicotol,' which they allege to be a cure for the tobacco habit. In order to create a demand for this preparation, it is, of course, necessary to arouse in the mind of the prospective purchaser a desire to be 'cured.' The H. J. Brown Medicine Company therefore resorts to highly flavored copy which describes the effect of the tobacco habit in a manner well calculated to frighten any reader of it who chances to be a user of tobacco in any form.

"In a circular descriptive of 'Nicotol' we note the following:

"'It weakens the will power, and those who inhale cigarette, cigar or tobacco smoke, absorb nicotine through the throat and lungs, thereby, causing inflamed tissues, making them susceptible to the germs of tuberculosis, diphtheria, etc. Many sufferers from insanity, palsy, brain disorders, loss of memory, temporary mental irresponsibility, sexual debility, kidney and liver disorders, hysteria, skin trouble, epilepsy, hardening of the arteries, neuralgia, rheumatism, apoplexy and loss of masculine strength may trace their affliction to nicotine poisoning. Many prominent physicians attribute throat and tongue cancer to the excessive use of tobacco.'

"It will readily be seen that, in this paragraph, every imaginable ailment is laid directly at the door of tobacco.

ATTEMPT TO USE SCIENTIFIC AUTHORITY.

"An attempt to give this sweeping catalogue a scientific and authoritative basis is seen in the fact that the paragraph just quoted directly follows a quotation from the National Standard Dispensary, without any indication other than the absence of quotation marks to show that the matter set out is not a part of the article lifted from the National Standard Dispensary. The paragraph from the Dispensary is also calculated to startle the user of tobacco by setting forth the possible deleterious and even deadly effects which may result from poisoning due to an overdose of tobacco or nicotine. A careful perusal of the paragraph would indicate, however, that the writer had in mind such an uncommon use of tobacco as could only come about through accident or deliberate design. Followed, as it is, however, by the terrifying list of disasters emanating from the imagination of the copy writer of the H. J. Brown Medicine Company, the casual reader would be lead to believe that even a moderate indulgence in tobacco entailed dangers to health and sanity which no one would willingly face.

FURTHER EXAMPLES OF TERRORISM.

"If this does not sufficiently frighten the user of tobacco, he has his choice of numerous 'reader type' advertisements appearing in newspapers. Headlines tell us that:

"'Excessive Use of Tobacco After 45 Is Suicidal.'

"'Too Much Tobacco Hardens the Arteries, Overtaxes the Heart and Shortens Life.'

"The text accompanying these headlines leaves nothing in the way of alarming qualities to be desired. Anyone of hypochondriacal tendencies, after reading it, would almost certainly detect in himself the symptoms of deadly disease due to the use of tobacco, or nicotine poisoning. Reading further, he would discover that these threatened dangers may be avoided by the purchase and use of 'Nicotol,' which, by destroying the craving for tobacco, restores the reader to his normal health.

DOCTOR, CREDITED TO JOHNS HOPKINS, UNKNOWN AT THAT INSTITUTION.

"The majority of these newspaper advertisements quote as an authority a certain Dr. Connor, who is always described as 'formerly of Johns Hopkins Hospital.' We have been unable to discover anything concerning Dr. Connor's standing as an authority beyond the assertions of these advertisements. We inquired of the Johns Hopkins Hospital in Baltimore and received the information that Dr. Connor was utterly unknown there and had never been carried on their rolls at either the Hospital or the Medical School. We are informed that the authorities of the Johns Hopkins Hospital had protested to certain papers carrying this advertisement against the false use of the name of the institution but that they had not succeeded in having this use stopped.

WEIGHT OF HIS ALLEGED AUTHORITY DEVOTED TO SALE OF "NICOTOL."

"Dr. Connor, however, evidently has great confidence in 'Nicotol' as a preventive of all the ills which have been previously described in this advertising. In fact, to read his advice, as printed, one would be lead to believe that nearly all disease is caused by tobacco and that a wider use of 'Nicotol' is all that is needed to eliminate most of it. He has this to say:

"'. . . If you use tobacco in any form you can easily detect the harmful effects by making the following simple test. Read aloud one full page from a book. If, in the course of reading your voice becomes muffled, hoarse and indistinct, and you must frequently clear your throat, the chances are that your throat is affected by catarrh and it may be the beginning of more serious trouble. Next, in the morning, before taking your usual smoke walk up three flights of stairs at a regular pace, then stop. If you find that you are out of breath, your heart beat is forced, trembling or irregular, you may be the victim of fundamental or organic heart trouble. If you feel that you must smoke, chew or snuff to quiet your nerves, you are a slave to the tobacco habit, and are positively poisoning yourself with the deadly drug, nicotine. You can overcome the craving and stop the habit in a very short time by using the following inexpensive formula. Go to the drug store and ask for 'Nicotol tablets. . . .'

(Continued on Page 20)

18.

DEER JIM. Do you hav enneigh book on whos who in Pinkvill Jim? I gess if you did it woodent cut enneigh ice with you wood it? It woodent with me too becaws I dont care whose who in Pinkvill or heer in Pike Citty or enneigh place else but that aint the way it is with sum fellers. Take now our Joesy, the one of our clerks thats always dresst up so flossy. He thinks sum fokes munny is better than others I gess from the way he ackts.

The other day I was washing the inside of a window for Spike to put in a new lot of stuff and in cum the mayer, the big noise in Pike Citty. He always goze around looking like a million dollers with a plugg hat and a kain. Youd think he must be going to buy a box of genuwine havannah pannatelloes by the way he swells up to the counter and then he generully gets a cuppel of seven sent twin crows.

Well Josey pretty neer fel over himself husseling to get around to see what the old mayer wanted and he dident even see another feller that had cum in ahed of the mayer and was standing there wating to get a littel servis. Josey was the only clerk around rite then so the other feller had to wate till the mayer spent 14 sents. This other feller had on a pare of overhalls and a jumper and he lookt like sumboddys hired man. I see he spoke to the mayer kind of familliarlie and I thought mebby he workt for him or was his gardener or sumthing.

So when the mayer got lit up this other guy walkt up to the counter and Josey was talking to the mayer yet and coodent get his eyes off his fansy rig long enuf to see enneighboddy else. The feller pulld out a V and tosst it on the shocase and sed "Yung feller give me a cuppel of thoze 50 sents Rappahannahs." Then he sed to the mayer, "Hav a cigar Tom?" But the mayer just sed "No thanks" and Josey lookt like he thought this ruff rood working man ougt to be slappt on the rist for speeking like that to the mayer and his plugg hat and kain.

The mayer went out and the other chap stood around a few minnits and then he went out just as the boss cum in and I knotist the boss acted like this last guy was sum punkins. Josey sed to me, "Did you knotis the way that ruffnek spoke to the mayer?" and the boss herd what Josey sed and he sed to Josey, "You bin playing faverits agen after all I sed about wanting every customer treeted alike in this store whether he was a millionair or a factery hand and whether he wore a plugg hat and a kain or overhalls?"

Josey codent find much to say, except that he diddent think that man was very polight to the cheef offishul of the citty.

"Jo," sed the boss, "you got sumthing to lern and one of the things is that you cant judg a man by his close alwys. That was the mayer shure enuf but fur cramps saik who maid him mayer? Diddent Bur White? Aint Bur White the boss thats got this citty rite in his fist and heer your salamming to the mayer and almost kicking out the feller that can maik him mayer or unmaik him mayer enneigh old day. Get wize there yung man and treet your customers all alike and all the best you can and forget this whose who stuff."

Gee, Ide of pade more attenshun to the mayer himself. Enneighboddy wood. But that shoze you cant tell and Ile bet even Josey wunt be so keen after this to think the mayers the gratest man in town.

Speeking about I was washing the windows, our boss is mitey particuler about that window washing bizness and when I got the window cleen and there wassent enneighthing put into it rite away, the boss cum out and sed "Wheres Spike? Aint he got sumthing reddy for this window?" Thats the way he is. If the windows empty a minnit heez out to see why. And this time Spike got the stuf reddy in time but before the window was washt his mother cum in and was so sick he had to taik her home. So I told the boss and he sed "Put sumthing in there til Spike gets back. We dont want enneigh empty window in our store with a hundred peepel passing every hour. So I got a big cutout about cigarets and put in the window til Spike cood get back. I gess its a good ideeah not to leev the window empty when you dont haf to and I dont see as youd ever haf to. But sum stores get a window washt this morning and then they dont trim it agen till tomorrow morning when they mite at leest set in a cigaret sine or sumthing eezy.

Spike says that one reeson sum cigar stores leev their window just the saim for too long is becaws they put too darnd much stuf in. They put in so much stuf that its a big job to change it and they dred it and dont do it. Theyd ought to put in a display of not so menny things and maik it simpler.

I fixt up a window one time when Spike wassent there and I thought it was grate but he sed it was a joak and it lookt like a set of sampels of everything in the shop. I thought the more things I shode the more things weed sell but Spike says not. He says you want to show one kind at a time and maik it such a good show

(Continued on Page 16)

LEAF MARKET JOTTINGS

IN Lancaster County, one of the oldest tobacco growers in the county, according to the old reliable "Lancaster Examiner," says that he never has seen a crop that surpassed, and very few that have equalled the one of this year, both for size and quality. This condition is uniform throughout the county and not sectional.

There is no doubt that buying will be early if there is an agreement between the growers and buyers in regard to prices, and some of the buyers of the large houses have been looking around. Early in the season some of the hail cut tobacco went to a local packer at 20 cents and less. Since then sales have been made at 28 and 30 cents, but there is a game of hide and seek going on between the buyers and sellers that is sure to last a while.

The three light frosts came and went without doing any serious damage and the major portion of the crop has been housed and is doing well, with a fine texture and good color. The portion of the crop housed early in September shows the gum necessary for a perfect cure and with a good color. It should be in demand for binders and wrappers.

In Wisconsin buying started with a rush and then slumped, or rather the buyers stopped to reconsider. They started the flurry and they did the stopping, and all rumors of a deadlock are apparently incorrect. The big leaders among the manufacturers came into the northern field with an offer of 35 cents, followed by a brigade of buyers who offered 35, 38, 40 to 45 cents, and the farmers cashed in.

In the southern field the first 20,000 acres, more or less, was scooped up by the buyers at 30 to 35 and 10 cents, who then sat down and most of them are still sitting. They appear to be waiting to see how far the general cost will be affected by the action of Mr. Henry Ford, who is going to sell his new and old flivvers to the farmers at a heavy discount. As everyone knows, there has been a marked decline in some of the principal staples, which will doubtless hit tobacco in the same way, in which case the tobacco growers who have realized will have a grin on one side of their faces and a gloom on the other.

Late reports from the northern fields show some activity, growers holding out for 30 and 10 and sales reported at 25 and 10. Unless there is any general movement these sales have little significance, as they may possibly refer to crops not up to a high standard.

It is generally predicted that the present condition of inactivity is likely to continue for several weeks.

In the South, Rocky Mount, N. C., reports for the month of September total sales of 2,886,390 pounds of tobacco at $559,504.11; average $20.77.

Winston-Salem, N. C., for the week of October 2d, reports sales of 2,204,181 pounds of tobacco for $467,841.40, an average of $21.22. The average for the previous week was $20.80. The highest point of the week for a day's sales was $23.88. During the month of September the local market sold 3,066,666 pounds of leaf tobacco for $605,478.04, an average of $19.41 per hundred. Better leaf is now coming in and October will probably show a better average.

At Wilson, N. C., prices are irregular and unsatisfactory to both growers and sellers. The price average for two million pounds was $22.80.

At Danville, Va., prices started at the opening of the market on September 20th on a lower level than at the opening sales of the 1919 crop. After a few days' sales the market was closed by mutual agreement until September 27th. The offerings consisted largely of prunings or first curings and indicate a rather bright and colory crop. The average price to September 30th was $19.40, which is no indication of the present price, of which we have no advice. Last year it was $39.40 at this time.

In the Connecticut Valley the season will open on October 23d. After a stormy season the September weather has been warm and favorable and the later plantings were safely housed before any frost came. The tobacco is curing well and the color is setting evenly. There is a larger percentage than usual of fine light wrappers. The shade-grown tobacco appears to be of excellent quality and fine color. Tobacco in Massachusetts generally escaped damage by wind and hail and made a fine, heavy crop and was all harvested before frost.

There has been very little buying in the valley lately, as the majority of the crops have been bought up and leave first hands soon after they are stripped from the stalks.

In Kentucky it is said that it is feared that the frost in the next few weeks will have a serious effect on the tobacco that has not been cut by the lowering of quality of the crop by darkening the color of the cured product. The quality is already below normal, though the quantity is average.

Bracken County reports that the tobacco is curing up in good shape with much of it ready to strip. Bath County is busy cutting and getting the tobacco under the sheds. Bourbon County reports 85 per cent. cut and housed. Fayette County reports practically 80 per cent. housed. The tobacco in the barns has generally cured up well considering the effect of wildfires

(Continued on Page 16)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P

All rights reserved

ONCE UPON A TIME a Cigar Factory was incarnated in the Body of a Man. And the Hands said to the Head "Behold we work Ten Long Hours Daily. It is hard and Grinding, and it gives us no Leisure for Study or Play."

"You speak well," said the Head, "henceforth your Working Hours shall number Eight Daily." And so it was, and Prosperity reigned; likewise Happiness.

But, listening to unwise Leaders, the Hands again approached the Head and said: "Make now and hereafter a Working Day of Six Hours, charging more for the Goods, which will increase your Prosperity and our Happiness." It was done, and the cost of living soared.

Listening to Wild Radicals, the Hands again spoke to the Head: "Reduce now our Hours to Four Per Day, advance our Wage, likewise the prices of your Goods. Then will complete happiness and Greater Prosperity prevail."

But the Head replied: "Wrong you are! It is Greater Production, and Lower Prices, which will bring Peace and Plenty." But, being under Duress, he consented, and there was Great Distress in all the Land.

Lastly, heeding the voice of wild-eyed foreigners, being both bewhiskered and befogged, the Hands ousted the Head and took Possession, saying to Themselves: "We are now Rich. We will live on our Money and abolish Work and things will be as they Should be."

And so it was. Production ceased. There was nothing to smoke, nothing to eat, nothing to wear. And the Body died, including the Foolish Hands.

DO YOU CAREFULLY WATCH the advertising of the big manufacturers of the goods you handle? You should. It is to your decided interest to keep a sensitive finger upon the pulse of the public. This is just as important to you as it is to the physician.

It means money for you to know the likes, the dislikes and the prejudices of the public, and to carefully note the changes of their sentiments.

The public is a fickle jade, believe me. Today they are in violent love with a certain brand and would wade through fire and water to get it. Tomorrow they wouldn't accept it as a gift, and are spending their good money for some fresh novelty which has caught their fancy. If you have, through want of watching, and through ignorance of the fickleness of human nature, loaded up heavily with the discarded favorite, then you have them on your shelves and you have a dark brown taste in your mouth.

Advertising frequently changes the public taste from one article to another. You will find it mighty interesting to carefully study the advertising of the big 'uns and compare the same with the demands from your customers. It will teach you a lot regarding human nature, and the laws of supply and demand, and the art of looking into the future market of the goods which you handle. It will also post you so you will talk more intelligently to salesmen and extract more valuable information from them. Study the advertisements, therefore.

MAKES YOU FEEL AWFULLY GOOD for some one to tell you that you contribute largely to their welfare or happiness. It isn't vanity. It is a deep-seated something in our being which causes us earnestly to desire to be useful to our fellows, and to have them recognize this fact of our usefulness.

Nothing will bind you stronger to a friend than to have him tell you with sincerity that he enjoys your company, that he is happier because of your friendship, that your advice and counsel help him pursue the right path, that your smiles and laughter cheer him out of his despondency.

Why not take advantage of this phase of human nature to help you in your business and to strengthen the ties of real friendship between you and your customers. This is the way to do it:

First, train your mind to such a mood that you have a real spirit of friendship for every one of your customers. Not the sloppy kind, but just a strong man's friendship for another strong man.

Then, when any customer falls away from you, which they are naturally doing from time to time, send him a little postcard which you have had printed as neatly as your printer can execute. It could read as follows:

Dear Sir:

I have missed you of late, and I appreciate a valued customer so much that I drop you a line to tell you so. If anything in the goods, prices or store have caused your absence I would esteem it a favor to know so I can correct it. If not I hope to be favored with your continued patronage.

DETROIT CIGAR COMPANY ORGANIZED

The Lorraine Cigar Co. of Detroit, Mich., has been incorporated with offices in the Knack Building, Gratiot Avenue and St. Joseph Street, to act as factory distributors, handling only brands which they can control for the United States. C. W. Reattoir is secretary-treasurer and general manager of the company.

ISAAC H. WEAVER DEAD

ISAAC H. WEAVER died at Lancaster, Pa., on Friday, October 1st. Mr. Weaver was born in West Lampeter township on April 17, 1864. He remained on the home farm until he was 24 years old, when he became a tobacco leaf buyer until January, 1890. He then engaged in business for himself in Lancaster, where he made a pronounced success.

At the time of his death he was president of the Chamber of Commerce and was a former president of the Lanaster Leaf Tobacco Board of Trade. He was also president of the Lukaswitz-Weaver Company, of Dayton, Ohio, extensive operators in Ohio leaf; vice-president of the Planters' Sumatra Company, of Quincy, Florida.

When the annual convention of the National Cigar Leaf Tobacco Association met here in 1919 he was elected president and re-elected for another term at the annual convention at Dayton, Ohio, a few months ago. He proved himself an earnest and successful head of this important tobacco organization, and his ability and popularity as a presiding officer won for him the second term.

He was also a trustee of Franklin and Marshall College, director of the Non-Retailing Company of Lancaster, a director of the Tobacco Merchants' Association of the United States, director of the Conestoga National Bank since 1900, director of the Home Builders' Association and of the Strasburg and Millport Turnpike Company.

In his social connections he was a director of the Hamilton Club, a member of the Advisory Board of the Old Colony Club of the United States and a member of the Lancaster Automobile Club and the Lanaster Country Club. Fraternally he was connected with Lancaster Lodge of Elks. In patriotic activities during the late war and since Mr. Weaver was one of the city's leaders. He was chairman of the local Civilian Relief Committee of the American Red Cross. He was also a member of the Citizens' Committee of One Hundred.

A telegram of condolence was sent to Mr. Weaver's family by Charles Dushkind, secretary of the Tobacco Merchants' Associatnon; also a copy of a resolution adopted at a special meeting by the executive committee of that association.

ONCE REQUIRED PUPILS TO SMOKE

Smoking in school, which the London County Council is asked to sanction at its evening classes, is not altogether an innovation. Among the medicinal virtues attributed to tobacco when it first reached Europe was its supposed value as a preservative against contagion. So at the time of the Great Plauge in 1665 all the boys at Eton were obliged to smoke in school every morning. One of these juvenile smokers years afterward declared to Hearne, the Oxford antiquary, that he was never so much whipped during his whole time at Eton as he was one morning for refusing to smoke. Evidently Eton was not the only school to encourage smoking among its scholars, for Misson, a French Huguenot who visited England in 1697, notes that "the very women take tobacco in abundance, and in Worcestershire the children are sent to school with pipes in their satchels, and the schoolmaster calls a halt in their studies while they all smoke."—*Manchester Guardian.*

Philippine Export Duty

The United States Supreme Court has been called upon to determine the validity of the Philippine statute imposing a duty on all exports and the validity of the Act of Congress of June 4, 1918, retroactively validating the export tax imposed, which, if held legal, would nullify the provisions of a previous act of Congress expressly providing that exports from the Philippine Islands should not be taxed.

Petitions for the review of these laws have been filed with the court by two Philippine Island concerns, who are seeking the recovery of taxes paid under protest to the Collector of Internal Revenue for the islands on goods sold to persons and firms without the Philippines. Under a Philippine act of March 10, 1917, a duty of 1 per cent. was imposed on all exports, this act later being ratified by Congress under date of June 4, 1918. It is the claim of the Philippine concerns that the tax is illegal, having been prohibited by the Act of Congress of August 29, 1916, which provided that "no export duties shall be levied or collected on exports from the Philippine Islands."

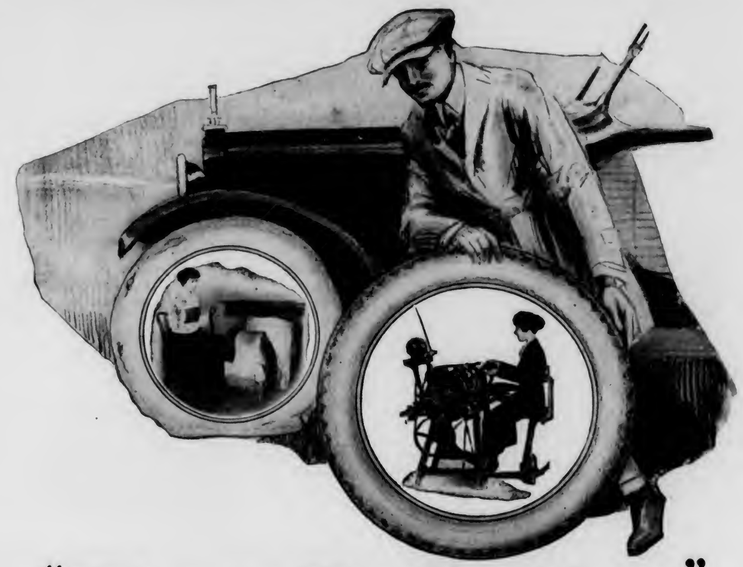
TOBACCO STOCKS GOING UP

Tobacco stocks continued to go into new high ground and American Tobacco A stock sold at 140 during the same period. American Tobacco's earnings continue on an upward scale and the present rate is understood to be in the neighborhood of $18 a share for the common stock, or one and one-half times the present dividend. American Tobacco scrip sold around 115 which means that the 12 per cent. annual scrip dividend has a cash value of nearly $14. There was also confident buying of United Retail Stores which put it to a new high for the month above 74. This was based upon knowledge of plans for the expansion of the United Cigar Stores organization. It is expected that United Cigar Stores sales in 1920 will easily reach a new high record of $80,000,000 and plans are being made to handle a business of $100,000,000 in 1921.—"Wall Street Journal."

A SUBSTITUTE FOR MATCH WOOD

"Holland's East India Magazine" says that a substitute for match wood has been discovered by Mokichi Yano, an old arsenal worker, living in Nishikatamachi, Hongo, Tokyo, according to the "Hochi." The old workman has spent several years in experimenting and at last has succeeded in producing a substitute that he has made from old newspapers. The new product, according to those who have tested it, will serve the purpose just as well as and costs just about one-half as much as match wood.

The discovery is important from the fact that match wood has been growing constantly less and the experts predicted that within the next fifteen years the supply in Japan would be exhausted.



"Time To Retire"

(Thanks to Fisk Rubber Co.)

"TIME to retire"—that happy day to which many Cigar Manufacturers look forward—may be brought to an earlier realization by means of the Model M Universal Tobacco Stripping and Booking Machine.

Increased production and decreased overhead begin with the installation of the Model M Universal because it eliminates slow, wasteful hand-stripping. One Model M Universal does the work of from two to three hand-strippers, thus cutting down stripping costs. It increases the cigar makers daily output. It assures economy in your stripping department.

[We urge you to investigate the adaptability of Model M Universal to your factory. It is used by 1500 large and small cigar manufacturers who endorse it in the highest terms. Send now for our descriptive catalogue and price list.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Zorilla 9*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

"Wherever Gentlemen Are"

EL ROI-TAN

Sold Everywhere
Good Anywhere

PERFECT CIGARS

(*Continued from Page 14*)

and rust. No housetурn has been reported. Richmond fears that a considerable portion of the crop is going to waste. Much of it was cut too green, owing to the effect of the rust, and a great quantity has rotted since being placed in the barns. However, in the Silver Creek section the tobacco is as good as the best in the State. Paducah reports that good leaf of the new tobacco crop is being sold from 15 to 23 cents, with lugs selling from 3 to 8 cents. Practically 75 per cent. of the new dark crop has been cut in that section.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919 crop, dark red Burley, trash, $4 to $7. Lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22. Leaf, common short, $9 and $12; common, $13 and $15; medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919 Bright Red, trash $6 to $10. Lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25. Leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

1919 Colory, trash, $7 to $12. Lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, 30 and $35; good, $40 and $45; fine and selections, $60 and $65.

1919 Dark Crop, trash, $5.50 to $7. Lugs, common, $6 and $7; medium, $8 and $9; good, $9.50 and $10.50. Leaf, common, short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

(*Continued from Page 11*)

that the fokes who see it cant help remembering what they saw. He says its better for em to see one thing and remember it than to see a lot of things and not remember enneigh of them.

I kno theres alwys people cumming in and asking for things in the windows so Ime shure Spikes windows are good ones. One thing he does when he fixes up a new window and that is he has Dazie rite out a little card that tells on it what is in the window and the price and he has enuf of these maid to giv one to everyboddy in the store. So if youre too lazie to see what the windows got in it, you dont haf to act iggernerunt when sumboddy cums in and says "Giv me a dollers worth of thoze cigars like you got in the window."

Generally too Spike fixes it to hav a littel inside on the counter display of the saim kind of things he shoze in the windows. So it maiks it eezy to hav customers find what theyer looking for. He says if you maik a big splurge in the window and then the man doessent see enneigh of the goods inside, or just a littel bocks of them in a case, he thinks the splurge is all a bluf. So Spike wants the clerks and the goods to be on the job inside to mach up the windows. I gess heez rite at that, hay Jimmie.

Your old chumb,
BILL.

The Harris & Son Cigar Company, Incorporated, have removed their factory from 94 Greene Street, New York, to 24-26 Prospect Street, Newark, N. J. Sam H. Harris is president and Harry L. Harris is vice-president and treasurer of the company.

Trade Notes

Henry M. Duys, of H. Duys & Co., is expected to reach New York about the 15th. He is returning from Holland, where he has been attending the inscriptions.

Frederick Lederer, well-known leaf tobacco expert, has engaged in the tobacco business on his own account and has opened offices at 106 Front Street, New York City.

The Buckley Cigar Box Company, of Deshler, Ohio, has increased its capital stock from $40,000 to $50,000.

The Liggett & Myers Tobacco Company has leased the building at 17 West Kinney Street, Newark, N. J., to be used as a distributing station.

The Mallett Cigar Company has been incorporated at Miami, Fla., with a capital of $10,000. E. R. Mallett is president and treasurer; A. I. Mallett, vice-president and M. M. Borchardt, secretary.

The Silowitz & Pollack Tobacco and Cigar Company has been incorporated at Woodmere, L. I., with a capital of $25,000 by Nathan O. Pollack, Max Silowitz and Sam Silowitz.

The M. Rebozo Company, cigar manufacturers, capital, $10,000, has been incorporated at Miami, Fla., and the Hava Cuba Company, capital of $10,000, has been incorporated at Lakeland, Fla.

The L. E. Peters Cigar Company, of Fort Worth, Texas, after being in business in that city for twelve years, has been incorporated with a capital of $50,000. A branch will be established in Wichita Falls in the near future.

The Consolidated Cigar Corporation has secured the five-story building at 552 and 554 East Eighty-first Street, and will use it as a storage and factory building.

Berriman Brothers, cigar manufacturers at Tampa, Florida, have incorporated with a capital stock of $400,000.

Joseph H. Whitcomb & Company, located at 260 Main Street, Springfield, Mass., for sixty-eight years, recently moved their headquarters to 21 Railroad Street, to a more convenient cigar factory building, with offices, salesroom and shipping department all on the first floor.

Jose Fernandez has moved his factory headquarters from 546 Nostrand Avenue, Brooklyn, to the entire building 1140-1144 Atlantic Avenue. Offices will remain at the former address. The move was necessitated by increased demand for the cigars.

The American Cigar Stores have been incorporated at Harrisburg, Pa., with a capital of $100,000, by Elmer S. Myers and DeWitt Roberts, of York, Pa., and Frang J. Canova, of Harrisburg.

THEY ARE HERE!

EDGEWORTH
EXTRA
HIGH GRADE
CIGARETTES

ALL
THAT THE NAME
IMPLIES

GLASSINE WRAPPED PACKAGES CONTAINING TWENTY CIGARETTES

REED TOBACCO CO., Branch Larus & Bro., Co. Richmond, Va. Write Us Direct If Your Jobber Cannot Supply You

Sensenbrenner's Factory Open to Public

ONE of the finest tobacco establishments on the Pacific Coast has been opened to the public, following the completion of the handsome new home of A. Sensenbrenner Sons' factory and sales departments at San Diego, Cal.

It was in 1887 that the late August Sensenbrenner first established his cigar manufactory in the southwestern city, and the business has grown steadily until today his sons, August, Jr., and Louis, employ a staff of 150 men and women. Early in the present year it was found necessary to enlarge the factory space if the company was to keep up with the demands for its products and so a building adjoining that then occupied by the firm was purchased and razed.

Upon this site has just been completed the new plant upon plans by Quayle Bros., with A. E. Keyes as general contractor, the building having a width of 30 feet and a depth of 100. It is four stories in height, of reinforced concrete and steel beam construction, with front finished in white brick.

Features of the building which immediately strike the visitor are the elaborate lighting and ventilating facilities, together with the details arranged for the comfort of the employes.

The first floor is occupied with the retail salesroom in the front, then the private offices of the members of the firm, with the wholesale and shipping departments in the rear. On a mezzanine floor are toilets for the office and sales staff and lockers for the janitors.

The filler department, drying racks, humidor and lunch rooms for men and women, separate, with a restroom for the women, occupy the second floor.

The third floor has the wrapping, labeling, packing and sampling rooms, with other packing rooms on the fourth floor.

Electric elevators connect all the floors, extending to the basement, in which are stored the various tobaccos in bulk, including the Havana fillers, Connecticut broad leaf binders and the Sumatra wrappers. The basement is walled with brick. There is in the basement a steamroom, a humidor, a casing vat, lined with white tile, Toledo scales and other equipment.

The walls of the various workrooms are tinted so as to give the best effect upon the eyes, and the windows are equipped with Venetian blinds for regulating the light. The plant is piped for steam heating when it may be necessary, but in San Diego the climate is so equable that the period of artificial heating is very brief in such an establishment.

A. Sensenbrenner Sons manufacture four brands of cigars, the "Santa Fe" and "Cabrillo" being the highest grade, and the "Emblem" and "Home Industry." At the Panama-California Exposition in San Diego in 1915 the firm took gold medals for its exhibits of the first two brands.

The new factory, which has a capacity of 8,000,000 cigars annually, was opened the last week in July, when the public was invited to inspect the plant from top to bottom and thousands availed themselves of the opportunity.—A. H. Wright.

Notes and Comment

The West India Cigar Company has been incorporated at Greensboro, N. C., with a capital stock of $100,000.

Fred R. Blakeslee died recently at his home in Buffalo, N. Y. He was president of Blakeslee-Snyder-Gardiner, Inc., one of the leading cigar jobbers of the country.

The Plaza Cigar Co. has been incorporated at Bridgeport, Conn., with a capital stock of $50,000, by Paul Goldberg, Meyer Lurie and Sam Haflick.

The many friends of Chas. F. Althaus, president of Nic Althaus, Inc., cigar box manufacturers, of New York City, will regret to learn that he has recently been bereaved through the death of a daughter.

At a recent meeting of the directors of the American Sumatra Tobacco Company, Julius Lichtenstein, president, was elected chairman of the board of directors; William B. Joyce was elected chairman of the executive committee, and William A. Tucker was elected chairman of the finance committee.

Changes in the Australian duty on tobacco, operative from September 17, 1920, are as follows: Manufactured tobacco not specified, 5s. 4d. per pound (increase of 8d.); cut tobacco, 5s. 7d. per pound (increase of 8d.); Cigarettes, 12s. per pound (increase of 1s.); Cigars, 12s. per pound (increase of 1s.). Similar increases have been made in the excise rates on the above goods manufactured in Australia.

The Bureau of Crop Estimates of the United States Department of Agriculture reports that the condition of the tobacco crop on October 1 was 97 per cent. of a normal indicating a yield of 1552 pounds per acre, and a production of 59,131,000 pounds, as compared with 54,500,000 pounds, last year's final estimate, and 55,704,000 pounds, the average production for the past 10 years.

TOBACCO GROWING IN IRELAND

The interesting report of Mr. G. N. Keller, the expert on tobacco of the Department of Agriculture, on tobacco-growing in Ireland, if it proves anything, proves, we should say, that Irish farmers do not pay a sufficient amount of attention to the possibilities of tobacco-growing.

In view of the preference of 1s. 4d. a lb. in the duty on Empire grown tobacco, which came into force on September 1, 1919, this is somewhat surprising. Ireland, Mr. Keller urges, is probably the only part of the British Empire which has specialized in the production of a heavy, dark unfermented tobacco of the type that is imported in immense quantities from the United States. Irish growers, he points out, having the necessary experience and equipment for the production of this "Western" type of tobacco leaf, should therefore be in a position to command very profitable prices for high-grade leaf closely resembling Kentucky tobacco. —Irish Tobacco Trade Journal.

The Cagayan River, "the Nile of the Philippines."

The QUALITY OF MILDNESS and a MILDNESS OF QUALITY clings to Manila cigars—made of sun-ripened Philippine tobacco and softened by Sumatra and shadegrown wrappers—an ideal combination to please the palate and the purse of the American Smoker.

EASY TO LOOK AT—EASY TO SMOKE
EASY TO SELL

Illustrated Booklet with directory and Factory Numbers on application to

Manila Ad Agency (C. A. Bond, Mgr.), 172 Front Street, New York

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

(*Continued from Page 10*)

"As almost anyone unused to exercise would exhibit the effects described by Dr. Connor after walking up three flights of steps, the falseness of asserting that these symptoms indicate fundamental or organic heart trouble would be obvious. It appears, however, that Dr. Connor's zeal in prescribing 'Nicotol' is not to be limited by ordinary standards of truth. His object is to sell 'Nicotol,' and he does not hesitate to frighten any who will give him credence if he can attain his object by so doing.

THE COMPOSITION OF "NICOTOL."

"'Nicotol,' the remedy so highly praised by this Doctor Connor and by the H. J. Brown Medicine Company, consists of tablets. There are two kinds of these tablets in each one dollar box of the treatment, one called 'Nicotol,' and the other, 'Tokosan.'

"This is the description of 'Tokosan,' as printed on the circular accompanying the treatment:

"'Tokosan tablets, constituting a part of the Nicotol treatment, are designed as a tonic to give vim, vigor and vitality and steady the nerves. Their laxative qualities help to keep the bowels and liver in condition and their other qualities act as a great aid to proper digestion.

"'The formula is printed on every box of Tokosan and physicians will tell you that it is an excellent formula to produce strength and steady nerves.'

"Not trusting the 'formula printed on every box of Tokosan' and having no formula for the mysterious panacea, 'Nicotol,' we sought exact knowledge of the ingredients which would conquer disease in all its forms by causing the slave of tobacco to become free from its bondage. We had these two products analyzed and were furnished with this information concerning them:

CALAMUS AND CORN-STARCH.

"'Nicotol Tablets': Our examination shows that these tablets, which have a mottled gray appearance and weigh approximately four grains each, contain substantially nothing more than corn starch, calamus, and probably some charcoal, and that they are free from any poisonous or narcotic drug. . . .

"'Our examination failed to disclose any markedly active medicinal substance.'

NOTHING BUT QUININE.

"For the tonic, 'Tokosan,' claimed to make the nerves as 'threads of steel,' the analysis disclosed the following:

"'Tokosan Tablets: The result of our examination of the Tokosan tablets show they consist of sugar-coated tablets colored with brown oxide of iron, Cinchona bark (quinine) and corn starch being the only constituents that we have been able to identify.

"'It will be noted that we have been unable to find any laxative drug in the tablets, at least anything in sufficient quantity to be identified chemically in as much as the contents of five packages. While it is true that Cinchona bark has tonic properties, it is certain that its action would not be sufficient to 'give vim, vigor and vitality and to strengthen and steady the nerves,' but even if it did, that would not in any way cure the tobacco habit.

"'. . . We can say definitely that there are no more active drugs present as far as any cure of the tobacco habit is concerned than powdered Quinine bark, and this, of itself, is certainly not a cure for the habit. In other words, we find nothing in the preparation either as regards Nicotol tablets or the Tokosan tablets which would be claimed even remotely to cure the so-called tobacco habit.'"

TAX-PAID TOBACCO PRODUCTS

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of June, 1920.

Products		*June 1919*	*June 1920*
Cigars (large):			
Class A,	No.	174,482,466	159,795,828
Class B,	No.	221,402,970	224,164,763
Class C,	No.	177,272,077	312,064,900
Class D,	No.	1,838,580	7,503,593
Class E,	No.	1,980,479	4,583,200
Total,		576,976,572	708,112,284
Cigars (small),	No.	48,855,070	52,735,587
Cigarette (large),	No.	3,153,744	3,128,401
Cigarettes (small),	No.	3,140,393,217	4,088,834,583
Snuff, manufactured,	Lbs.	2,910,109	2,966,221
Tobacco, manufactured,	Lbs.	31,312,150	34,231,058
Playing cards,	Packs	1,930,279	4,194,892

PORTO RICO.

Products		*June 1919*	*June 1920*
Cigars (large):			
Class A,	No.	297,100	4,629,430
Class B,	No.	338,160	5,129,500
Class C,	No.	532,060	9,967,800
Class D,	No.	.....	576,600
Total,		1,167,320	20,303,330
Cigars (small),	No.	.....	2,000,000

PHILIPPINES.

Products		*June 1919*	*June 1920*
Cigars (large):			
Class A,	No.	18,288,908	12,963,890
Class B,	No.	3,050,198	4,177,743
Class C,	No.	365,923	2,046,152
Class D,	No.	.....	10,550
Class E,	No.	100	10,200
Total,		21,705,129	19,208,535
Cigarettes (small),	No.	205,000	85,000

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1920:

Products		*July 1919*	*July 1920*
Cigars (large):			
Class A,	No.	171,255,153	151,770,620
Class B,	No.	227,374,830	213,627,435
Class C,	No.	166,624,725	302,040,032
Class D,	No.	2,046,854	8,271,143
Class E,	No.	2,606,777	3,042,726
Total,		569,908,339	678,751,956
Cigars (small),	No.	47,500,287	51,766,100
Cigarettes (large),	No.	2,690,367	5,274,625
Cigarettes (small),	No.	3,585,030,983	3,053,336,563
Snuff, manufactured,	Lbs.	3,026,964	3,250,665
Tobacco, manufactured,	Lbs.	33,838,667	30,988,646
Playing cards,	Packs	1,256,886	3,626,596

(*Continued on Page 22*)

Dear Petey:
you can set it down in your little old day-book that Camel cigarettes win all tastes because they have the quality—and because R. J. Reynolds Tobacco Co. stands behind that quality!

You know the balance, old Mr. Bookkeeper! Camels repeat! And, it's the repeats that put the bulge in the business strong-bot = YOU BET!

Shorty

Chesterfield
THE WELLBORE PIPE
GENUINE FRENCH BRIAR
WELL
K B & B
THE OLDEST PIPE HOUSE IN AMERICA
If you want the pipe which is known for dependability and economy—stock up with
Chesterfield
THE PIPE WITH THE WELL —MADE WELL—AND AT A PRICE TO SELL WITH PROFIT TO YOU.

KAUFMANN BROS. & BONDY
33 EAST 17th ST. NEW YORK

LIPSCHUTZ'S
44
CIGARS
Cigar Co., Inc. Philadelphia

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

(*Continued from Page 21*)

PORTO RICO.

Products		*July 1919*	*July 1920*
Cigars (large):			
Class A,	No.	2,549,500	6,800,750
Class B,	No.	396,225	1,836,550
Class C,	No.	635,460	15,451,650
Class D,	No.	.....	1,281,525
Class E,	No.	.....	5,000
Total,		3,581,185	25,375,475
Cigars (small),	No.	500,000	2,000,000
Cigarettes (large),	No.	750,000	.....
Cigarettes (small),	No.	400,000	.....

PHILIPPINE ISLANDS.

Products		*July 1919*	*July 1920*
Cigars (large):			
Class A,	No.	19,079,050	14,367,090
Class B,	No.	2,268,630	9,068,281
Class C,	No.	425,267	4,688,907
Class D,	No.	2,500	650
Class E,	No.	.....	390
Total,		21,775,447	28,125,318
Cigarettes (small),	No.	80,800	413,760

F. W. GALBRAITH HONORED

Elected National Commander of American Legion

At the recent convention of the American Legion at Cleveland, Ohio, Col. Fred W. Galbraith was elected National Commander of the Legion.

Colonel Galbraith has been president of the Western Paper Goods Company, of Cincinnati, Ohio, for the past ten years. He was appointed to command of the First Ohio National Guard as colonel in 1915, and took his regiment to Camp Sherman at Chillicothe in 1917. He was later transferred to the 147th United States Infantry and went across in June, 1918. As commander of the 147th Regiment in the 37th Division, Colonel Galbraith served with great honor and distinction. He was awarded the Distinguished Service Cross, the Croix de Guerre and the Croix de Guerre with palms and cited for heroism in the Meuse-Argonne offensive during which he was wounded.

Prior to the organization of the Western Paper Goods Company, Colonel Galbraith was an organizer of the Commonwealth Tobacco Company, and later associated with the American Tobacco Company.

His elevation to the post of commander of the Legion is a proper tribute to the man and the soldier, and a great gratification to his many friends.

LANCASTER COUNTY TOBACCO AUCTION SALES COMPANY ORGANIZED

The Lancaster County Tobacco Auction Sales Company has leased the main exhibition building on the grounds of the Lancaster County Fair Association, and will hold its first auction sale on November 29. The company has also secured a warehouse at Frederick and Charlotte Streets.

Application will be made for a charter with a capital of $100,000, by the incorporators. Officers elected are: President, A. G. Balmer, Manheim, R. D. No. 1; vice-president, C. H. Habecker, Rohrerstown; secretary, Charles Z. Stein, Manheim, R. D. No. 1; treasurer, Phares Mohler, Ephrata.

The efficiency of a business house depends on its "morale"

MORALE in turn depends on the conditions under which men and women have to work.

It is the policy of The American Tobacco Co., to provide the best possible conditions for its huge staff, in the interests of morale and efficiency.

Every sales manager has risen from the ranks, and so has a thorough and sympathetic knowledge of the problems of the retail salesman.

Each salesman receives a thorough training in his work, is given every facility for improving his position, and is liberally rewarded for extra efforts.

We provide for his transportation and travelling expenses. When necessary, we supply him with an automobile and accessories, and carry his insurance. We also pay for his bonding.

But best of all, we arrange for him to go home every week-end, for we believe in the home as the builder of morale.

The American Tobacco Co.
INCORPORATED

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

PUBLIC HEARINGS ON TOBACCO REGULATIONS

THE United States Department of Agriculture Bureau of Markets, has announced a series of hearings to be held at a number of places in the tobacco producing sections on the proposed tobacco regulations to be issued under the United States Warehouse Act. These regulations have been prepared by this Bureau in a tentative form to be used as a basis for discussion and suggestions on matters to which they relate.

These regulations have been prepared by this Bureau after extensive investigations and a thorough study of the storage, financing, and marketing of tobacco in the various tobacco districts of the country. Among other considerations, the most careful attention has been given to the problems of farmers, dealers, manufacturers, bankers and insurance and bonding companies in their relations to tobacco storage warehouses.

Before issuing the regulations in final form, the Secretary of Agriculture wishes to give the trade an opportunity to discuss all questions involved and for this purpose the regulations have been issued in a tentative form and a limited number of hearings at which they will be discussed have been scheduled for the convenience of persons who might be interested. After the hearings have been held, all matters brought up at the hearings and all communications received in regard to the proposed regulations will be carefully considered before the final tobacco regulations under the Act are issued by the Secretary.

The United States Warehouse Act and the tobacco regulations to be issued thereunder provide for a system of Federally licensed and bonded warehouses which will be operated upon Government supervision. The Act is specifically framed so as not to conflict with or limit the enforcement of any state law. It is permissive in its application and no warehouse will be licensed except under the voluntary application of the warehouseman, and then only after it has been found that the warehouse is suitable for the proper storage of tobacco, and the warehouseman has agreed to comply with all of the provisions of the Act and the tobacco regulations thereunder.

Meetings were held October 11th at Danville, Va.; October 12th at Richmond, Va.; October 13th at Wilson, N. C.; October 15th at Clarksville, Tenn. Further meetings will be held as follows:

October 16, 1920, Louisville, Ky., 10 A. M., Tobacco Board of Trade, Eleventh and Main Streets.

October 18, 1920, Dayton, Ohio, 10 A. M., Miami Hotel.

October 19, 1920, Huntington, W. Va., 10 A. M., Huntington Tobacco Warehouse, Charles Avenue.

October 21, 1920, Lancaster, Pa., 10 A. M., Chamber of Commerce, 10½ East Orange Street.

October 22, 1920, Hartford, Conn., 10 A. M., Chamber of Commerce, 252 Asylum Street.

October 23, 1920, New York, N. Y., 9 A. M., Tobacco Merchants' Association of the U. S., 5 Beekman Street.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE TOBACCO INDUSTRY OF SAMSUN, TURKEY

THE tobacco-growing region of Anatolia tributary to the Samsun market covers the districts of Samsun, Baffra and Alatcham and Tashova, in all about 37,000 acres. From this region approximately 80 per cent. of the higher grades of filler leaf tobacco is shipped to the United States. The Samsun district is subdivided into five districts, namely, Dere, Maden, Djanik, Evgaf, and Karagöl. The Baffra district, lying west of the town of Samsun and situated on the Kizil Irakm River (the largest river in Anatolia), produces tobacco similar in quality to that of the Samsun district, but a much larger leaf. The Alatcham district, lying west of Baffra, produces tobacco inferior in grade to that of the other two districts. Many of the villagers gain their entire livelihood from the cultivation of tobacco.

Cultivation is carried on by old, primitive methods. Picking generally begins about the 1st of July, but may be delayed by atmospheric conditions to as late as the 15th or 20th. The yield varies from about 120 to 276 pounds per deunum (about one-fourth acre), according to the zone of cultivation. The baled product is transported to Samsun for shipment.

The cost of cultivation has about doubled since 1914. Present cost per deunum is about as follows: Plowing $2; nursery plants, 40 to 50 cents; transplanting, $1.60 to $2.40; gathering, $2 to $3.20; drying, about 40 cents; sorting and bundling, $4 to $5 for small leaves, and $3.60 to $4.40 for large leaves; baling, $1 to $1.50.

The crop of 1920 is estimated at about 10,000,000 pounds.

The Regie Co-Interesse des Tabacs de l'Empire Ottoman (now in French hands) has a monoply of all tobaccos grown in the Ottoman Empire. No foreign leaf tobacco may be imported into the Empire, but export of the Turkish product is permitted. The purchase, transportation, storage and shipment of leaf tobacco for export are subject to the control of conditions imposed by the above-named company.

This company, whose main office is in Constantinople, manufactures in its brach located at Samsun some 200,000,000 cigarettes annually for local consumption, making use of six cigarette-making machines. Four of these are of German and two of Russian manufacture. The German machines have a capacity per hour of about 12,000 cigarettes and the Russian of about 5000. A market is said to exist for up-to-date machines.

Buyers from the United States have been ative throughout the region for some years and have gained the confidence of the cultivators, who rely on their fairness.

BARGAINS IN BANDS AND LABELS

The Pasbach-Voice Lithographing Company, Incorporated, Grand and Morgan Streets, Brooklyn, N. Y., through the purchase of several lithographing establishments, have some very fine labels and bands to offer for sale. They may be bought for one-third to one-quarter of the original price.

They include the discontinued brands of large cigar manufacturing concerns which are now confining their production to single brands. As everyone should know new labels of original engravings are very expensive as well as the engravings themselves, and cigar manufacturers who can find what they require in this large and brilliant collection will accomplish a very large saving in such incidentals.

MURAD
THE TURKISH CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.
"How many cubs do you bring into the world at one time?" she asked the Lioness.
"Only ONE," replied the Lioness—"but it's a LION."
MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!
MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.
But they wouldn't be MURADS—they'd only be Foxes!
"Judge for Yourself—!"
Special attention is called to Murad 20s in Tin Boxes.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ANNA REED:—41,850. For cigars and cigarettes. August 25, 1920. Morris Shanman, New York City.

BENHEDGE:—41,851. For cigars, cigarettes and tobacco. August 28, 1920. Benson & Hedges, New York City.

IMPERIO DEL MUNDO:—41,852. For cigars. August 19, 1920. Walter E. Olsen & Co., Manila, P. I., and New York City. (Trade-mark claimed to have been in actual continuous use since about 1907, when it was adopted by the El Oriente Factory, from whom title was derived by registrant by a transfer on the 25th day of January, 1919.

GARCIA PREGUNTA:—41,853. For all tobacco products. September 2, 1920. The Moehle Litho Co., Brooklyn, N. Y.

SELECCION DEL PERITO:—41,854. For all tobacco products. June 5, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

RED STAR:—41,855. For leaf tobacco only. June 25, 1920. Universal Leaf Tobacco Co., New York City.

AROMA QUEEN:—41,857. For cigars, cigarettes, cheroots and tobacco. August 19, 1920. Sam Dell, Chicago, Ill.

RAPHAEL MONTALVO:—41,860. For all tobacco products. September 9, 1920 American Litho. Co., New York City.

DE-BE-KA:—41,869. For cigars, cigarettes, cheroots and tobacco. September 15, 1920. David B. Kraemer, New York City.

DEBEKA:—41,870. For cigars, cigarettes, cheroots and tobacco. September 15, 1920. David B. Kraemer, New York City.

LA FLOR DE JOSE DIAZ & CO.:—41,871. For cigars. September 27, 1920. B. Diaz, Tampa, Fla.

TAXER-ITE:—41,872. For cigars. September 29, 1920. George Economou, Lowell, Mass.

TRANSFERS

LA VALIZA:—27,150 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 31, 1902, by American Litho. Co., New York City. Transferred to Alvarez Valdez y Ca., Tampa, Fla., September 24, 1920.

HAVANA FRUIT:—24,211 (Tobacco World). For cigars, cigarettes, Cheroots, Stogies, Chewing and Smoking tobacco. Registered March 27, 1912, by Wm. Steiner Sons & Co., New York City. Transferred to W. H. Snyder & Sons, Windsor, Pa., December 31, 1919.

QUEEN AROMA:—30,772 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered October 6, 1905, by I. Delatisky, Chicago, Ill. Transferred to Sam Dell, Chicago, Ill., on January 5, 1906.

LA BAZINA:—16,642 (Tobacco World). For cigars, cigarettes, Cheroots, Stogies, Chewing and smoking tobacco. Registered November 20, 1908, by American Litho. Co., New York City. Transferred to R. Steinecke Co., New York City, February 4, 1909, and re-transferred to Leopold Lewis, Corona, N. Y., September 7, 1920.

FUMADORA:—1714 (Tobacco Journal). For cigars. Registered March 22, 1884, by Steinecke & Kerr, New York City, and re-transferred by R. Steinecke Co., successors to Steinecke & Kerr, to Leopold Lewis, Corona, N. Y., September 7, 1920.

EARLMONT:—26,156 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 16, 1903, by Irving E. Schaap, New York City. By various transfers acquired by Adolph Frankau & Co., New York City, and re-transferred to Walter E. Olsen, & Co., Manila, P. I., and New York City. September 7, 1920.

PEARLMONT:—26,163 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 17, 1903, by Irving E. Schaap, New York City. By various transfers acquired by Adolph Frankau & Co., New York City, and re-transferred to Walter E. Olsen & Co., Manila, P. I., and New York City, September 7, 1920.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks, and that same will be registered unless we shall be advised of the existence of any valid prior rights thereto by written notice, setting forth specifically the basis of such claim on or before the registration date set opposite the trade-marks.

AROMA TROPICAL:—October 6, 1920.

RED LION MANUFACTURERS ORGANIZE

The cigar manufacturers within a radius of twenty miles of Red Lion, Pa., have formed a permanent organization, inluding the manufacturers of Red Lion, Dallastown, Spry, East Prospect, Yorkana, Frysville, Blue Ball, Long Level, Craley, Bittresville, Windsor, Springvale, Felton, Delta and Yoe.

The motive of the organization is the mutual protetion of the cigar manufacturers against unreasonable advances in the prices of supplies, bad credits and other matters of interest.

The officers elected are president, I. H. Rejahn, Dallastown; vice-president, B. N. Hannigan, of East Prospect; secretary, Chas. C. Meads, of Red Lion; treasurer, G. A. Kohler, of Yoe.

The directors are T. E. Brooks, Red Lion; J. W. Marincho, Dallastown; Horace E. Throne, Frysville; W. J. Neff, Red Lion; W. H. Snyder, Windsor.

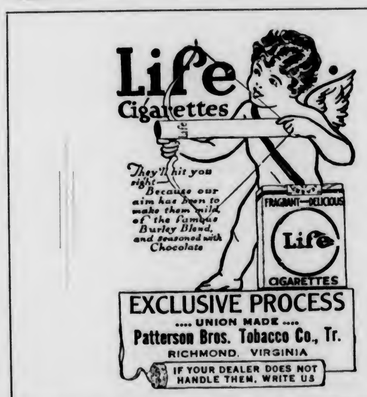
Meetings will be held once a month in the Red Lion Council chambers.

"SWIFT" CIGAR NOW 15 CENTS

Joe Muer, Detroit manufacturer of the famous "Swift" cigar, has advanced the price of that brand to $110 per M.

Mr. Muer has had seven kinds of hard luck and his labor troubles have been numerous, despite the fact that there is probably no manufacturer in Detroit more liberal with his help or more generous in entertaining them from time to time.

However, the clouds have broken away and "Swift" production is nearly normal, and the manufacturer has apparently come out at the top of the heap in his labor difficulties.


Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the Fumbo Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS & TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 21

The TOBACCO WORLD

NOVEMBER 1. 1920

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

It is the desire and policy of
The American Tobacco Co.
to extend to its customers the maximum of service and every courtesy within its power.

WRITTEN in large letters, framed and hung upon the walls of all our offices is that business motto. It is put there to catch your eye just as you come in, for we want you to KNOW what our policy is BEFORE you deal with us. We are confident that we can prove it to you AFTER you become our customer. It embodies everything that is worth while in business dealings. We CANNOT do more; we WOULD NOT do less.

Hung on our walls it keeps us, as well as you, mindful of our policy. From General Manager through salesmen to office boys, there can be no deviation. Every representative that goes out from our office has the slogan ringing in his ears: "SERVICE," "COURTESY." It establishes and maintains our business as well as yours. It is the basis of friendship; it is the keynote of success.

The American Tobacco Co.
INCORPORATED

John Ruskin ✦ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES
CHANCELLOR
—CIGAR—
HIGHEST GRADE
THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio ..... Vice-President
CAPT. GEO. W. HILL, New York ..... Vice-President
GEORGE H. HUMMEL, New York ..... Vice-President
JULIUS LICHTENSTEIN, New York ..... Vice-President
R. H. SHELTON, Winston-Salem, N. C. ..... Vice-President
WM. T. REED, Richmond, Va. ..... Vice-President
WM. BEST, Jr., New York ..... Vice-President
ASA LEMLEIN, New York ..... Treasurer
CHARLES DUSHKIND, New York ..... Secretary
New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, O. ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON M. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va. ..... President
WOOD F. AXTON, Louisville, Ky ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary
Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

NOTICE—A CHANCE TO MAKE MONEY. Send to us and get fifty (50) of our fine First Class cigars for Three Dollars ($3), and be convinced. Anheier Brothers, Monticello, White Co., Ind.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 November 1, 1920 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Another Boost In Freight Rates Means Dollars and Cents To Every Shipper

Corrugated Fibre Shipping Cases

SAVE in weight (lighter than wood)
in space (packed in flat bundles)
in time (can be sealed and taped quicker)
in help (fewer men needed in shipping room)

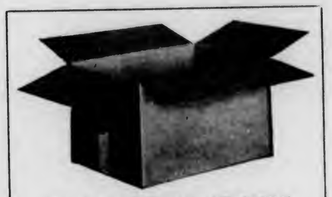
Guaranteed to meet all Express, Parcel Post and Freight Requirements

We manufacture corrugated fibre shipping cases to meet every requirement. Write us stating your needs, and mention THE TOBACCO WORLD, and we will gladly send samples.

Do not let old prejudices prevent you from investigating the modern way of shipping—by using corrugated fibre cases.

They save money for every cigar manufacturer and jobber. Investigate and be convinced.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

Universal Leaf Tobacco Co.
INCORPORATED

21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: ULTOCO-NEW YORK

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen
of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

THE STANDARD CIGAR MOLD CO.

No. 90 WALL STREET, NEW YORK CITY

PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS

Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured

Price

10 section $2.25
20 " 2.50
} F. O. B. New York

5% Discount allowed on all orders accompanied with remittance

Volume 40

THE TOBACCO WORLD

Number 21

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1920 Foreign $3.50

EDITORIAL COMMENT

ON the verge of election, cigar business throughout the Middle West seems quiet. Jobbers and retailers are buying in smaller quantities than for a long time, and the help situation has eased up to quite a considerable extent.

It may be that both the retailer and jobber have been holding considerable stocks on hand, and that they are easing up, anticipating a readjustment of conditions.

However, the song of the retailer seems to be, "Prices must come down." We have yet to find any large manufacturer who does not feel that prices cannot be reduced at this time, although we have met several who believe that a solution may be had by manufacturing smaller sizes to retail at ten cents and two for twenty-five cents. This was tried some time ago and did not seem to work out very favorably.

Numerous New York and Middle Western cigar manufacturers are guaranteeing prices on a sixty-day basis, and this should go far to encourage buying and to stabilize prices. The American Tobacco Company was one of the first to take this step and others have followed.

It is quite probable that if some of the larger manufacturers do reduce prices, most of the others will be forced to make similar concessions. We very much doubt, however, if sound business will prompt any such action at this time.

The retailer and jobber cannot look for any reductions of any importance for the balance of this year, and on the other hand, the larger manufacturers are anticipating a heavy volume of business at present prices for the next six months.

WHILE in St. Louis recently, a representative of this publication was given the opportunity of going through one of the large plants manufacturing corrugated fibre shipping cases. The detail necessary to produce corrugated fibre board is considerable and the care that must be used in handling it requires skill.

It is in a way remarkable that this product can be produced with sufficient strength to meet the requirements of the express, parcel post and freight regulations.

Attention was directed to this product through the fact that we found numerous cigar manufacturers using this style of package, and many jobbers as well.

Time, labor, weight and space are financial factors in every business, and it is interesting to know that cigar manufacturers and jobbers who are using this style of package find that it really does mean a considerable saving in money over the course of a year.

Following up such matters as this has come to be a part of the business of every progressive cigar manufacturer and every saving in connection with packing and shipping has a dollars and cents value that can be calculated and appreciated.

THE nickel cigar is supposed to have gone the way of a lot of other things, and it is therefore with some surprise that a certain firm has during the past sixty days begun to receive orders for five-cent price tags.

We doubt if anyone believes that the nickel cigar can come back in full size and quality, but apparently something is on the way to sell for five cents.

Through these precarious days of the past few years, the old nickel cigars have advanced first to six cents, then to seven cents, then to eight cents, and now finally some of them to ten cents.

Through all this stress and storm the standard brands have with few exceptions stood the test, and today they stand as high in the estimation of the public as they did when they sold for a nickel.

The reason is because the manufacturers have kept faith with the consumer. They have given the quality and the size just as they promised.

On the other hand, there have been many brands in which the quality has been reduced in order to keep the price down. We leave it to the dealer whether the brands that kept the quality up and charged a proportionate increase have been succeeded by the brands that kept the price down and reduced the quality.

People are buying the old nickel cigar for eight cents and ten cents today for the same reason that we pay sixty dollars for the suit we used to buy for thirty dollars, even though we could today still buy a suit for thirty dollars. The public wants the quality and they are usually willing to pay for it.

SERVICE IS HAPPINESS

The minutes of a meeting of the board of directors of the United Cigar Stores Company, held in New York on September 27, 1920, have ben embodied for the information of all those connected with the company in a beautiful pamphlet, printed on Cream-colored embossed paper in dark brown ink and bound handsomely in dark green, with a red and gold shield on the front. The last page contains "Service is Happiness," which is as follows:

"The nearer we come to making what we do and how well we do it reflect in happiness, our love of our work and pride in our connection with the United, the closer we will get to the United ideal of Service.

"Happiness is born of happiness.

"Nothing is so infectious.

"And Service is the other name for happiness, whether it be given or received among ourselves as we work, or among others with whom we come in contact as we journey through life.

"If you bring a true sense of Service with you to your daily work in the morning you will take it home in your heart at night.

"It will lighten the labors of the president of the company, it will cheer the porter who sweeps out the store.

"It will cast a ray of sunshine across every page under the bookkeeper's eye.

"It will hit the nail on the head of every packing case.

"It will honey every criticism and soften every unfriendly word.

"A grouch cannot live in the same air as Service, neither can a sorehead.

"Give Service and you will beat success to its goal."

SHERMAN & LEBAIR, INC., SUCCEEDS SHERMAN & BRYAN

By a change of name effective October 1, 1920, Sherman & Lebair, Inc., succeed to the control and management of the advertising agency hitherto known as Sherman & Bryan, Inc., with George C. Sherman as president and Harold A. Lebair as treasurer. The offices of the organization will remain at 116 West Thirty-second Street, New York.

Sherman & Lebair, Inc., are among the well-known advertising agencies in the United States, having been established fifteen years ago. They are charter members of the American Association of Advertising Agencies, National Outdoor Advertising Bureau and Audit Bureau of Circulations. Both members of the firm are taking an active part in association work. Mr. Sherman is president of the National Outdoor Advertising Bureau, while Mr. Lebair is secretary and treasurer of the New York Council of the American Association of Advertising Agencies.

HE MADE THE MOON SHINE

A colored gentleman of Tennessee, named Joshua, was arrested for selling corn whiskey, and when he was brought up for trial the judge smilingly asked him: "What's your name?" "Joshua," he answered. "You don't happen to be the Joshua that made the sun stand still, are you?" asked the judge. "No, sah," replied the colored man, "I'se de Joshua dat made de 'moon-shine.'"

Trade Notes and Comment

The Department of Commerce at Washington, D. C., among other publications for sale, has the following: Stocks of Leaf Tobacco and the American Production, Import, Export and Consumption of Tobacco and Tobacco Products, 1919 (Census Bureau Bulletin 143).—Covers comparative data of tobacco stocks, supply and distribution in United States, production, prices, sales, imports exports, international trade, etc. Price, 10 cents.

The "United States Tobacco Journal" has purchased the building at 146 Water Street from the leaf firm of Fred Schulz's Son, for its future home. The property, on a plot 20 by 80 feet, will be remodeled for occupancy by the "United States Tobacco Journal" and the "Phonograph and Talking Machine Weekly," on or about May 1, 1921. The location is a very favorable one for the Journal.

The American Cigar Stores Company, with a capital of $100,000, has been incorporated under the laws of Delaware by Elmer S. Myers, of Wilmington, Del., DeWitt Roberts, of York, Pa., and Frank Canwa, of Harrisburg, Pa.

At a meeting of the Standard Cigar Mold Company on October 16, the following officers were elected: President, Thomas E. Fearon; vice-president, John Banhofer; secretary-treasurer, S. E. Brannon.

The Farmers' Tobacco Warehouse Company has been organized at Georgetown, Wis., with a capital stock of $10,000, by J. F. Paeltz, C. C. Meeth, O. F. Williams, H. Hodges, W. B. Campbell and John Wood.

The State Commissioner of Agriculture of West Virginia estimates the tobacco crop this year at approximately 11,426,000 pounds, against 10,500,000 pounds in the same period last year.

The Marcial Castro Cigar Company, with a capital of $25,000, has been incorporated at Birmingham, Ala., with T. B. Steadmen, president, and T. B. Redenvier, secretary-treasurer.

The Phœnix Cigar Company, with a capital stock of $20,000, has been incorporated in New York City by S. Steinhell, M. Spungin and M. Rosencranz, 359 Broadway.

The Fiji Tobacco Company, of Suva, is advertised as the first up-to-date cigarette and cigar manufacturing company in the Fiji Islands.

The Quincy Creek Tobacco Company has been incorporated with a capital of $250,000 at Quincy, Fla., with D. H. Malont, president, and D. C. Carmichael, secretary-treasurer.

The La Miria Cigar Company, of Hammond, Ind., has increased its common stock from $10,000 to $50,000.

The I. Lewis Cigar Manufacturing Company will open a new cigar factory in York Haven, Pa.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.
(Special to TOBACCO WORLD.)

GRADUAL marketing of the present crop and a readjustment of credits and the ownership by the growers of marketing and storage facilities are recommended as a means of remedying the present unsatisfactory conditions by a special committee, composed of O. A. Thomas, Marion Butler and R. F. Bower, appointed by the national convention of farm organizations, which met in Washington, October 12-14, to take up with Government officials questions of finance as applicable to agricultural products.

The question of having the present restrictions of the Federal Reserve Board relaxed so that growers of tobacco might hold their product until better prices prevail was taken up with Governor Harding and Secretary of the Treasury Houston. Neither official, however, could offer the growers much comfort, and advised them that the question of credits was one which should properly be taken up with their local banks.

The report of the special tobacco committee, appointed to consider the condition of agriculture in respect to credit and market problems, was as follows:

Your committee on tobacco submits the following report on conditions in the tobacco growing industry of Virginia and the Carolinas, together with some suggestions regarding the solution of marketing problems:

First.—Approximately one third of the cost of producing the 1920 crop, on the basis of 1919 prices, is invested in fertilizer. The cost of fertilizer in 1920 is 25 per cent. more than in 1919, while prices being offered for the tobacco are 50 per cent. less.

Second.—The average cost of production is 35 cents per pound for bright tobacco, and 20 cents per pound for dark tobacco, while the average prices now being paid to farmers are in every case below those figures.

Third.—In the matter of facilities for financing, every available dollar that the farmers could get from the warehousemen has been used in making the crop; these obligations, together with the fertilizer bills, must in large measure be liquidated by December 1. Without further facilities for financing, the tobacco growers must throw their tobacco on the market within the next sixty or ninety days, whereas it should be gradually marketed over a period of at least six months.

Fourth.—The tobacco growers are in exactly the same condition as the cotton, wheat and corn growers and the livestock raisers of every part of our country. They are confronted with a speculative market which is offering less for the tobacco than the cost of production, while the world needs it and will consume every pound raised.

Fifth.—Solution of tobacco marketing problems lies largely in a readjustment of credits and the ownership by the growers of the marketing and storage facilities.

We join with all other wealth producers of the country in demanding that the Federal Reserve Board shall function, as authorized and empowered by the Federal Reserve Banking Act, to furnish the necessary credit facilities to meet the needs of *all legitimate business* and to relieve the present inexcusable financial stringency.

For the present crop we favor *gradual* marketing, so far as possible.

For the future we recommend that each tobacco state enact a law providing for a state tobacco bonded warehouse system similar to the cotton warehouse system of the respective cotton states, under which tobacco can be officially graded and stored, with one redrying plant and sufficient storage warehouses in each county, and a negotiable warehouse certificate issued thereon, which shall be a first-class security for credit through the Federal Reserve banking system.

***

New regulations concerning the handling of special delivery mail have been issued by the Post Office Department for the purpose of expediting the delivery of such matter. In future, it is ordered, it will not be necessary to have the addressee sign receipts for special delivery letters but, if there is nobody at the address to receive the mail, it is to be placed in the letter box or in the slot in the door, the same as any ordinary letter.

Under the old regulations, if nobody was present to receipt for a special delivery letter it was returned to the post office and delivered by the regular carrier, sometimes many hours later. This method was the subject of much complaint, and many business men discontinued the use of special delivery stamps on the ground that they delayed the delivery of a letter more frequently that they expedited it. Postal officials claim that the new system will make the special delivery stamp what it is intended to be, payment for quicker delivery than can be afforded through the regular channels.

Officials of the Post Office Department declare that many persons hold the opinion that a special delivery stamp is a protection to valuable matter sent by mail, whereas it is merely to expedite delivery, and protection should be secured by registering the letter.

***

Protests against the alleged methods of a tobacco buyer for the French government have been filed with the French embassy by the Maryland Tobacco Growers' Association.

Mrs. Percy Duvall, representative of the organization, declared that during a recent visit to France she saw tobacco grown in the five southern Maryland tobacco-growing counties, which had been offered here for 40 cents a pound, selling on the French market for

the equivalent of $2.40 a pound. An investigation into the margin has been requested.

Mrs. Duvall said the association represented millions of dollars of investment in tobacco and nearly all its members were growers of the Maryland filled tobacco in Anne Arundel, Prince Georges, Charles, Calvert and St. Mary's Counties.

* * *

Prosperous times in the tobacco industry are indicated in figures just compiled by the Department of Labor, showing employment conditions in cigar-making establishments in September, as compared with the preceding month. An increase of 5.2 per cent. in persons employed and of 5.3 per cent. in payrolls is shown by 47 manufacturing establishments, which reported to the department for both months. Whereas the 47 plants employed 13,921 persons in August, and paid them $297,405, they employed 14,644 persons in September, paying them $313,213.

A steady increase, both in the number of employees and in wages, is shown for the past year. Reports for September from 46 firms were compared with reports from the same concerns for the same month of 1919, and show an increase of 12.6 per cent. in employees and 27.9 per cent. in wages. A total of 12,830 persons were employed in the 46 plants in September, 1919, their pay for the month totaling $244,007. The same concerns last month employed 14,443 persons, paying them $312,088.

Of 14 industries covered by the department's inquiry, only three besides the cigar-making industry showed an increase in employment, the others all showing substantial decreases, especially those connected with the textile trade.

* * *

Because of the large number of claims that have been filed with the Post Office Department for damage of parcel post packages in transit, the Postmaster General has issued orders that no packages shall be accepted for transmission unless so packed as to reach their destination in good condition.

Since the beginning of the war it has been necessary for the Post Office Department to employ an increasing number of untrained men for the handling of the mails, while concerns all over the country have been forced to hire persons unskilled in the packing of various commodities, especially those of a fragile nature. The result has been that the claims presented for damage in transit have increased greatly and the loss sustained by users of the mails and, in the case of insured parcels, by the Government amounts to a considerable item.

While the Postmaster General claims that a large percentage of the claims arise from the fact that parcels presented for transmission are not properly packed, it is admitted that many parcels properly prepared for the mails are damaged by rough handling on the part of postal employees.

The orders issued by the department instruct employees to accept no parcels that are not properly packed, and emphasize the need for careful handling in the transmission of all packages, whether insured or not.

C. L. L.

Tampa's Troubles

Tampa, October 20.
(Special.)

THAT Tampa's cigar manufacturers' association is not operating in restraint of trade was the opinion expressed last night by Judge F. M. Robles in discussing his action in verbally denying the quo warranto proceedings filed Saturday by Attorney-General Van C. Swearingen in which the Court was asked for a temporary writ requiring the manufacturers' association and its membership to show cause why they should not be stopped from operating in the State.

According to Judge Robles' statement last night, the basis of the argument that the manufacturers have been acting in restraint of trade is the fact that they are said to have contracted for the entire output of certain local cigar box factories and that manufacturers not belonging to the association are unable to purchase boxes from these factories. Judge Robles states that he does not consider that the fact of the association having contracted for the entire output of these factories is an act in restraint of trade, but in fact that it is in reality just the opposite, as it encourages the box factories by assuring them of a market for their product. The cigar box, in itself, he points out, is valueless, being merely in fact a "wrapper" or container for the cigars—the latter being the product which is actually consumed. The Court has made no written ruling on the matter as yet, merely having announced that the writ would be denied, but a written order will probably be filed shortly.

The Attorney-General filed the quo warranto proceedings Saturday and Judge Robles, after due consideration, stated his decision on Tuesday to Attorney Don C. McMullen. It is the second ruling of the kind which he has made recently, the other being on the Garcia case, which came before him some weeks ago. The denial of the writ leaves the matter up to the Supreme Court in case the Attorney-General should bring it before that body.

Mr. Swearingen took the same proceedings before the State Supreme Court in the beginning, but as that Court has the privilege to refer such cases back to the Attorney-General for him to bring up bfore the Circuit Court, it took advantage of this privilege.

G. F.

Tallahassee, Fla., October 25.

Attorney General Van Swearingen has appealed to the Supreme Court of the State from the decision of Judge F. M. Robles, in the Circuit Court of Hillsborough County, dismissing his quo warranto proceedings instituted against the Tampa Cigar Manufacturers' Association, charging that the organization is a combination in restraint of trade.

He calls for a writ to be issued against the association to show cause why its members should not forfeit their charter rights and franchises, alleging they violated the State anti-trust law, when they refused to permit concerns not members of the association to buy cigar boxes. He appeared before the Supreme Court once before, but it denied that it had the right of original jurisdiction and referred to the Circuit Court. It is claimed Judge Robles is prejudiced.

G. F.

LEAF MARKET JOTTINGS

At the mid-October meeting of the Lancaster County Tobacco Growers' Association, it was reported that most of the Lancaster County tobacco was then housed, and scattering sales had been made at from 25 and 10 to a lot sold at 35 cents. The growers decided to hold a banquet in connection with the annual meeting in January. The guests of honor will be Dr. William Frear and Frank R. Diffenderffer.

The "Lancaster Examiner" says that buyers who have been examining the crop closely are willing to admit that the crop is a topper and there is less of the inferior grades than usual. It has gone into the sheds more free from damage than usual. The worms and grasshoppers did little damage and there was very little cut by hail. Should there be any appreciable damage it will have to come from either pole burn or smother, but there is little apprehension of either and the growers are carefully watching every stage of development.

Also that authentic purchases show 50 acres at 30 cents; 11 acres at 35 cents. A Newark concern bought 6½ acres at 25 and 10; 10 acres at 25 and 10; and 22 acres at 25 and 10; all in Manheim Township, and there were a dozen more sales in the same township at 25 to 28 cents.

The growers generally are not showing any particular anxiety to sell, and have been too busy to waste much time in discussing prices. They remember last year, when many growers who sold early could have got more money by holding back a little.

There has been less unripe tobacco cut this season than there ever has been.

A dispatch from Baltimore, Md., says that according to several State officials who have recently returned from the Eastern Shore, Maryland growers of tobacco will make up this year for the poor production of last. The crop now being harvested and stored until next summer will exceed 40,000 hogsheads, and may be the largest on record.

Growers who are getting low prices for their average crop and high prices for the best say it only means one thing, this being that manufacturers are insuring against inferior grade products, even though they must maintain the present price of cigarettes, cigars and other products.

The prices on the best grade of Maryland tobacco may reach as high as 60 cents per pound, against 56 cents per pound, as was brought last year. It is understood that most of the poorer class of tobacco is being exported, 521 hogsheads having already gone abroad.

There has been very little change in the Wisconsin situation since the era of hysterical buying was succeeded by the buyers taking a vacation. T. Warren Metzger, editor of the "Garden Spot News," sent questionaires to Wisconsin and Ohio and received answers that tobacco had been bought in the field for 50 and 60 cents, in some instances as high as 75 cents, but now it has dropped to 35 and 10, and as low as 25 and 10. The crops were reported to be good, with many farmers' associations packing the leaf and preparing to try to control the market.

In Southern Wisconsin there has been no frost damage, but the air has been too dry for favorable curing conditions for late harvested tobacco.

In the Connecticut Valley the crop is said to be very good in quality, except that which was damaged by the storm. As the undamaged crop was heavy, the total crop may be nearly up to the average. Warehouses are very busy on shadegrown and primed havana, but very little stalk tobacco is in yet. Mild weather has continued with very little frost in any section. Growers admit that the buying movement is slack, but they do not intend to sell their crops for any less than was paid earlier in the season. Labor is much easier to deal with than it was last season, as the supply is greater.

In the South, on October 19, the Winston-Salem market reported five days' sales, which amounted to 2,390,412 pounds at an average of $23 per hundred. The average the previous week was $21.76. Danville, Va., had better offerings and the average was $27.67 against $21.84 for the previous week. Prices on all grades showed material advances. At Lynchburg, Va., the market was light, good grades of light tobacco were active, with higher prices, but no change was made in common grades. Dark tobacco is slow in arriving.

At Wilson, N. C., larger concerns are buying freely, but the quality of offerings is not high. The average on a week's sales was $23.17.

From the calculations of the cost of raising tobacco made by a number of growers in the South, it would appear that the tobacco costs them nearly twice as much to produce as they get for it, and yet they buy automobiles out of the profits. They must have learned how to figure the cost of production from some of the cantonments that were built down there during the war.

In tobacco, as in every other staple, the selling price is not based on the cost of production, but on the law of supply and demand.

(Continued on Page 16)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P

All rights reserved

IS IT POSSIBLE THAT YOUR BUSINESS will be lifted into the high realms of fashion and fine art? I ask this question in all seriousness after reading that the ladies—bless 'em—of England are forsaking the cigarette and taking to the more substantial pleasures of the pipe.

If this practice becomes general it opens up a vista of artistic business to manufacturers and dealers which can properly set them aquiver with pleasurable anticipations.

Mere man, when he smokes a pipe, pays scant attention to the fashion and beauty of the article. Give him one that pulls freely, that is easily cleaned and that will hold a generous amount, and his satisfaction is assured.

But not so with the ladies.

They would insist on something dainty, chic, graceful—a thing of beauty and a joy to the artistic eye. It must be ornamented with graven gold, its color must harmonize with the their eyes or apparel; and of course they must have a dozen or so, each shaped and colored for its special occasions—a plain article for daily use, a rich and handsome one when social friends call of an afternoon, and an elaborate affair, jewel-bedecked, for formal functions.

And then they would change often, for the fashionable lady would no more smoke a pipe of last year's vintage than wear her old and discarded hat.

We will watch this movement across the water with lively interest.

DID YOU EVER REFLECT that every business has an atmosphere of its own—an aura, the highbrows call it. It revolves about, and depends upon, a certain emotion of the human mind. And, by the way, we should remember that the human mind has many emotions.

The florists' business is built up around the emotion of sentiment; and the makers of fine candies are endeavoring to put sentiment into their business also. The furniture business revolves around the subject of art as much as it does of usefulness. Enthusiasm is the emotional feature of all sporting goods business. Pride makes clothiers rich, and they cater to pride in their talks and advertisements rather than to the quality, durability and dependability of their goods.

Imagination plays a large share in supporting the tobacco business. He is a wise dealer who bears this in mind and who skillfully plays upon the imagination of his customers. How can he play on this function, you ask.

He can remember that people "buy by the eye." A certain cigar, or cigarette, is attractively packed; or the show window makes an artistic appeal. The eye is pleased, the imagination catches the emotion, the person enters, buys, smokes, and his imagination tells him that he is enjoying "something fine." This is one of the many ways of enlisting the imagination of your customers to your advantage.

LET'S HAVE A LITTLE CHAT, young feller. That fine, mild, smooth Perfectino you handed me imparts such a peaceful feeling that it gives me a warm sense of friendship for every person in the world, and kindles in me a sympathetic interest for you and for your welfare.

You are a clerk in a little store. And taking it by and large you like the work. You meet many people, and some of them have a joke, a smile, or a pleasant word, which, when you come to think of it, sweetens your days tremendously.

But there are times when you get the doldrums. Your pay is considerably less than Babe Ruth's, and isn't what you think it should be. Most of the customers are mighty indifferent to you, and you pay them back in the same coin. You don't see any future in a little place like this. And when you reflect that you ought to be sitting in the chair of the manager of a big store, you are downright dissatisfied. Ain't it?

Listen!

The fight of the world is hard. It generally takes years to win. And you won't win at all unless you play the game right. Here is one of the easiest paths to success.

Learn Courtesy.

It's easy—follow the Golden Rule and smile while you're doing it. That's all! Simple, isn't it? But, let me tell you, it will work wonders. It will develop your personality. It will make friends. It will bring over the old man, Opportunity. And he will boost you from time to time until you arrive where you think you ought to be—and then some.

WHICH WILL MOST BENEFIT YOU, friend dealer? To tie up to one, or two, or three manufacturers, confine yourself to them, trust them, lean on them, work with them, and be a good distributor for them. Or, confide entirely on your own self—be free and independent of every one—trust in your own skill, your own shrewdness, your own judgment and your own all-around ability?

Above are two broad policies between which any dealer can choose. There is much to be said for both policies, and likewise some strong arguments against either.

And there is danger in both.

If a dealer ties up to one or two salesmen and confides utterly in them there is danger that they will feel they have him sure, and take advantage of him in goods, price and service—just as the politicians take advantage of Pennsylvania because it is always Republican. They always choose a presidential candidate from another State because they feel sure of the vote of Pennsylvania.

If this danger can be avoided, however, and if a salesman and his house have a high appreciation of the dealer who buys mostly from them, who trusts them, who pushes their goods, advertises them, and becomes a large distributor of them, they are in position to render valuable service and selling aids to that valuable dealer.

They give him advice, information, suggestions. They plentifully supply him with advertising matter and selling helps. They assist him in many ways, and are mighty valuable to him.

THE OTHER DAY I attended a meeting of the salesmen of a large corporation. Whenever I attend such meetings—which I frequently do—I always come from them with a feeling of sympathy for little business men. And this is the reason:

I believe the men in the future who are going to get the pies and cakes of business will be the trained men—men who have laboriously acquired the sound knowledge of the complicated business methods of the present, and who apply it to their business.

Almost every big establishment is highly training its men in technical business knowledge. The business schools and colleges are teaching this priceless knowledge to the young. "But who is teaching the little business man and his clerk?" is a question I often ask.

Nothing but echo answers, and that don't tell me.

I will answer the question, however. Friend Dealer, Friend Clerk, if you want to acquire this valuable business knowledge you will have to dig it out yourself, for no good business fairy is going to open free business schools, and free mail order courses, for you to attend.

Therefore if you want to hold your own and grow in the strenuous game before us, I most earnestly advise you to dig.

First, get interested. Get intensely interested. For without this you will learn little. Then grasp the fact that business knowledge consists in learning trifles—a thousand trifles. Learning them and utilizing them.

THIS DEPARTMENT FIRMLY BELIEVES that there should be the closest possible co-operation between the manufacturers and the dealers. This is the day of team work in every field of endeavor. The world has tasted co-operation. It has found it good. And co-operation is coming more and more to be the order of the day.

Manufacturers in most lines of business are recognizing this, and are doing all they can to "get closer" to their retail distributors and co-operate with them in the selling. It is really amazing to note to what lengths some of them will go.

Manufacturers of tobacco products, however, have an exceedingly hard nut to crack, because of the fact that there are such a vast number of retail distributors of their products, and there doesn't seem to be any practical method by which they can take an individual by the hand, as it were, and unite with him in an individual way to help him sell. It would involve too much expense and an impossible amount of detail.

There is no doubt however but what a large manufacturer would make a ten-strike if he could in some novel and striking manner so plan, or so word, his advertising that it would bring the retailers or his goods in the center of the stage and in the public eye. It is too much for my dull and mediocre brain, or I would tell you just how to do it. But if some of these brilliant and inimitable advertising experts should set themselves to the task they might hatch out something which would accomplish wonders.

MANY AND MANY a dealer is so wise—in his own eyes—that he has no time to read a trade journal. He knows his business, he tells himself with a fine feeling of satisfaction. Knows it from the ground up and on every side. He ain't interested in what other people are doing in his lines. Therefore what's the use of subscribing to a trade journal, or reading it when it comes.

Such dealers remind me of Thomas A. Edison, the inventive wizard, who has probably done more to advance the comforts and standards of living of hundreds of millions of people than any man who was ever born.

But don't throw out your chest, Friend Dealer. Don't puff up, please. You remind me of him, because you are different—not because you resemble him.

Edison says he subscribes to fifty-two trade journals and takes time to read in them all. Edison wants to learn—to learn trade and technical matters, and he takes the publications which print technical information.

Retailing is growing tremendously complicated. It now calls for training, and knowledge and requirements which were not dreamed of a few years ago. And the dealer who does not learn the new customs of merchandising, who does not complicate his mind to meet the growing complexities of business, is preparing himself to have no business in the days to come. That's why I say, read, and grow wise, and prosper.

A certain English statesman, and all English statesmen are supposed to be great and wise, put a very heavy import tax on Havana cigars to raise more revenue. In August, 1913, the import was 83,286 pounds; in August, 1919, 27,978 pounds, and in August, 1920, 5219 pounds. How about the revenue?

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

19.

DEER Jim. Every feller thinks sum other fellers got a snap Jim. Aint it the truth? Dont you remember how we ust to be alwys wishing weed get a job in the post offis becaws we thought that was the softest job in town and lots of pay and postal cards to reed and everything? Mebby your wishing yet you mite be in the P O but I dont. I got the ideeah it wood be pretty soft if Ide get a job in the bank. Thoze bank fellers alwys look so slik and nice and the bank shuts up at 3 oclock but I was talking to Spike about it and he sed he ust to work in a bank and he sed 3 oclock hel they dont get out then. Thens when they just get down to bizness.

Spike says, "Dont you get the ideeah Bill that there alwys sum other fellers thats got a snap. What dyou meen a snap enneighway? If you meen nothing to work at and plenty of pay, then theres millyunairs thats that way and they hav the hardest times of enneighboddy. If these enneigh snap its a good steddy job with work you dont mind doing and fare pay, and that what youv got rite here so qwit your crabbin."

Spike ought to kno. Heez a pretty wise kink, but I aint so shure yet that millyunairing is a hard job. But I gess Ime pretty well fixt at that.

Persy got balled out agen yesterdie. Youd think heed get sum sents into his bene after a while woodent you? We bin awful bizzy this weke and yesterdie morning customers cum in so erly that I had to leev off sweeping the pavement and help wate on customers. Well I left the brume in the doreway and of coarse when the boss cum in he saw it and he askt me why it was and I sed I haddent got thru out there yet becaws I had to cum in and now Bob had to send me out with a rush delivverie order and Ide finnish sweeping as sune as I got back.

Persy he wassent doing enneighthing just then but smoothing his raiven tresses with a pokkit coam and the boss sed, "Persy, you go and finnish sweeping the pavement. Williams got to go on an errand and its time it was all swept off." Then the boss went in the offis and Persy never started for that brume or enneighthing.

Pretty sune the boss lookt out and saw Persy wassent sweeping and he sed "Maik it snappie Persy, will you?" and Persy sed "I aint the porter. I diddent hire out heer to sweep stretes for the citty. Ime a sailsmun."

Gee, the boss took about three steps and he was in frunt of Persy. He sed, "Youre a sailsmun are you? Why you coodent sel snoballs in hel. You coodent sel iee cream in the Sarah deszert. William heer aint hired to sell goods but he can sell more goods in a week than youd sell in a yeer when it cums to sailsmunship. And if he can sell goods when he aint hired to then you can sweep the walk when you aint hired to. And let me tell you this if you aint hired for sweeping the pavement youl be fired for not sweeping it so maik your choise while I wate. Sweep it or beet it. Eeven your mother cant get me to kepe you heer if you wunt do what I tell you to do."

Say, the boss dont generully ball enneighboddy out rite before the rest of the bunch but I gess he cant stand that Persy and he knoze there aint enneigh use trying to be decent to him.

Persy went out and swept the pavement but he did a bum job of it and I had to do it over agen when I got back. Now whats the ideeah of a feller being like that? Dont he ever want to get along or get to be enneighthing or enneighboddy or is he just going to kick and sulk all his life? You can search me if I see whats the point. What differenz doz it maik what a fellers hired to do? Aint it all in the days work and if its helping the store and the boss why not sweep or do enneighthing? Sum fellers is just that finnicky, and buleve me it dont get em enneighthing or enneighwhare. A feller thats too proud to hav fokes see him sweeping the walk in front of the store better get a job on a airship seeings he feels abuv everything on the ground.

You dont catch Bob or Spike or eeven Josey refusing to do enneighthing they is to do and Bob alwys says that the more things a feller can do, the better man he is to work for sumboddy else and the better heel be at running a store of his own. I gess heez rite at that becaws if a feller can do all the things around a store himself he knoze how theyd ought to be dun and if his clerks dont do em rite, heel see it.

If I was Persy Ide get a job in sum store where I was there becaws they hired me, not becaws the boss was my mothers brother and Ide see if I coodent be good enuf so theyd kepe me. I woodent work in sum store for an uncle or ant or couzzin or enneigh relashuns. Not me. You never get along good working for relashuns or havving them working for you. Ive herd pa say so a millyun times when ma wood be

(Continued on Page 18.)

Youd be peeved too!
When Fish are Shy
Why dont you play Auction?
Why did Napoleon play Solitaire at St Helena?
Do you know a good Euchre hand when you see it?
OFFICIAL RULES
CARD GAMES
Do you know the new rules of Auction?

Is this advertising advertising you?

THE Big series of Bicycle advertisements now appearing in the largest and best national magazines is interesting thousands of people in card playing. Naturally, it is increasing the demand for playing cards—for Bicycle and Congress Playing Cards!

Unless you tie your store to this national advertising by displaying Bicycle Cards where your customers can see them, you will not get your full share of this profitable business. Now is a good time to devote a show-window to Bicycle and Congress Playing Cards, Official Rule Books, and other playing card supplies. Write for free display material.

Congress Playing Cards

Your playing card stock is not complete unless you have all the popular Congress backs. Let us send you samples of the best-selling designs.

Revelation Fortune Telling Cards

The present world-wide interest in things supernatural has made these superior fortune telling cards sell doubly fast. You should have them in stock.

New Edition "Official Rules of Card Games"

This new book is just off the press. It contains the latest rules for over 300 games—including the new *revised* rules for Auction Bridge. Have you ordered your supply?

These two Bicycle backs—Rider and Club—are the most popular playing card backs made. Have you enough on hand to take care of the fall demand?

The U. S. Playing Card Company

Dept. 6, Cincinnati, Ohio, U. S. A. or Windsor, Canada

BICYCLE PLAYING CARDS

A good habit is easily acquired—make a **First Roman Cigar** A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

Leaf Market Jottings

(Continued from Page 11)

In Kentucky, crop reports are generally favorable. Nicholasville reports favorable weather for housing; Lancaster reports the crop safely housed and curing in good shape; Lexington reports the tobacco safe in the barns and curing well, stripping will start soon; Paris reports that much of the tobacco is ready to be stripped; Maysville reports a heavy crop; some early cut tobacco has spoiled, but the larger part of the housed crop is in fine condition, and much of it high grade. Richmond reports a heavy frost in several localities, but no serious damage..

The Commissioner of Agriculture reports tobacco sales over the loose leaf floors of Kentucky for the month of September, a total of 5,462,210 pounds, of which 4,709,020 pounds were of the 1919 crop, and 753,190 pounds were of the 1918 crop. The 4,709,020 pounds sold for a total of $549,180.01, a general average of $11.66. The average of the 1918 crop was $10.27. The highest average received for any one class of tobacco during the month was $14.83.

At Maysville, Ky., according to the "Western Tobacco Journal," local warehouse men have decided to do away with sorters and graders this season, and have notified the growers to sort and grade their own tobacco.

Official quotations of the Louisville Leaf Tobacco Board of Trade are as follows: 1919 dark red burley, trash, $4 to $7. Lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22. Leaf, common short, $9 and $12; common, $13 and $15; medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919 bright red—Trash, $6 to $10. Lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25. Leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

1919 colory—Trash, $7 to $12. Lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine, $60 and $65.

New dark crop—Trash, $5.50 and $6. Lugs, common, $6 and $7; medium, $8 and $9; good, $9.50 and $10.50. Leaf, common short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

THE MORATORIUM IN HAVANA

The moratorium declared by the Cuban Government in favor of Cuban merchants will continue until November 30. In law a moratorium is a period during which an obligor has the legal right to delay meeting an obligation, especially such a period granted in an emergency as to a bank or debtors generally by a moratory law.

In Havana, the banking capital of the country was caught short through the speculations of the sugar brokers, or it is so claimed, so now and until the period ends, depositors can only get ten per cent. of their deposits, and are not obliged to pay any of their bills.

The effect of such a period on business is more easily imagined than described and there is a movement among American financiers to ease up the conditions.

TAX-PAID TOBACCO PRODUCTS, AUGUST

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1920.

Products.	*August, 1919.*	*August, 1920.*
Cigars (large)		
Class A .....No.	194,935,703	138,000,545
Class B .....No.	201,317,173	210,436,725
Class C .....No.	132,588,411	307,678,786
Class D .....No.	1,009,729	11,292,505
Class E .....No.	3,376,377	4,611,728
Total	533,227,393	672,020,289
Cigars (small) .....No.	54,953,647	48,171,240
Cigarettes (large) ..No.	2,255,403	3,966,450
Cigarettes (Small) ..No.	3,918,403,687	3,569,397,443
Snuff, manufactured..lbs.	3,069,525	2,702,676
Tobacco, manufactured, lbs.	35,568,246	32,138,941
Playing cards.....packs	2,061,856	3,433,822

PORTO RICO FOR MAY.

Products.	*May, 1919.*	*May, 1920.*
Cigars (large)		
Class A .....No.	1,735,025	6,869,050
Class B .....No.	564,360	3,911,000
Class C .....No.	566,520	12,499,710
Class D .....No.	.....	601,500
Total	2,865,905	23,881,260
Cigars (small) .....No.	.....	1,000,000
Cigarettes (small) ..No.	.....	100,000

PHILIPPINE ISLANDS FOR MAY.

Products.	*May, 1919.*	*May, 1920.*
Cigars (large)		
Class A .....No.	15,396,882	20,110,145
Class B .....No.	3,067,377	10,582,542
Class C .....No.	439,299	2,806,503
Class D .....No.	.....	1,900
Class E .....No.	.....	1,000
Total	18,903,558	33,502,090
Cigarettes (large) ..No.	.....	3,000
Cigarettes (small) ..No.	273,030	121,550

WHICH MOST RESEMBLED THE PIG?

Two men met in a street. One was smoking, and the other was not.

"Why, brother," exclaimed the non-smoker, "is it possible that you smoke tobacco. Pray, give up the vile practice. It is a filthy, unclean habit. Why, even a pig would not smoke the foul weed."

The smoker exhaled a blue cloud into the atmosphere.

"I suppose, my friend," he remarked, "that you do not smoke."

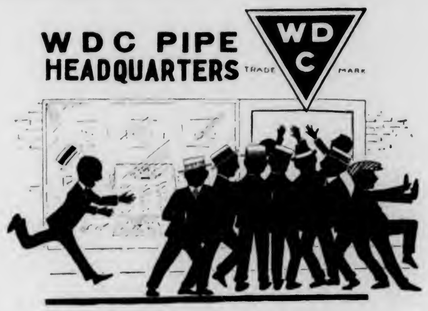
"No, indeed," asserted the other, in virtuous horror.

"Then, my dear fellow, which is more like the pig—you or I?"

THEY ARE HERE!

GLASSINE WRAPPED PACKAGES CONTAINING TWENTY CIGARETTES

REED TOBACCO CO., Branch Larus & Bro., Co. Richmond, Va. Write Us Direct If Your Jobber Cannot Supply You



They Fight To Get In

Make your store W D C Headquarters. Then the every day "smoke" sale will bring in crowds that will make a fire sale look like a pile of wet cinders.

Put your W D C cases on your counter and in your windows. Have a few of the attractive W D C display cards properly placed in the store.

Then enlarge your entrance to keep the crowd from sticking. For there is sure some big demand for W D C Pipes and Triangle Tubes.

And the demand is growing. W D C quality is bringing back the smokers who know. W D C advertising is creating a bunch of new business.

So check up stock and send your jobber a hurry-up order for refills.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

"It's a W D C"

LETTERS FROM THE STORE KID

(Continued from Page 14)

wishing heed hire sum relashun of hers or wishing her unkle wood hire pa becaws heez got a big factery —not pa, he aint got enneigh factery. All heez got is a woodshed.

Now what wood Dazie do working for her unkle? Working for the boss she problyll get marrid to him and working for an unkle all sheed get wood be a job and that woodent soot Dazie. You cant get marrid to a unkle or you cant vamp him enneigh.

I alwys knotist theez boys thats working in theyer fathers stores dont get to be very good clerks. They think theyer part boss and they dont haf to do only what they fele lik doing and the boss dont maik em toe the mark like theyd haf to sumwhere else. I ust to be sore becaws I had to toe the mark and fellers I new working for their fathers had it eezy but I gess I had the best of it at that becaws I had to do things rite and I had to lern em and I had to work whether I wanted to or not, so I lernd and got along and thoze other fellers aint enneigh better now than they ust to be and theyer getting lazie. You kno it Jimmie. You workt for your fathers store once diddent you and Ile tell the world you diddent do a darn thing but sit out on the frunt steps and wate for me to cum to go in swimming with you down to the dam. Well we both haf to work sum now but I like work. Ime that way. But Persy, well he aint afrade of work. Heed lay rite down beside it and go to slepe but he woodent do enneigh.

So long old pils and sqwils.

Bill.

AMERICAN TOBACCO CO. GUARANTEES PRICES

The American Tobacco Company has issued a circular, which explains itself and which is as follows:

"*To Our Jobbing Customers:*

"We know it is mutually beneficial for jobbers to keep on hand at all times a normal supply of our brands, and in order to be of every possible assistance to jobbers in doing so, we will, in the event of readjustment in prices of our products protect our jobbing customers against decline in price on their stock of our brands, such protection, however, not to exceed jobbers' direct purchases for a period of sixty days prior to the issuance of price reduction circular.

"We again wish to assure you that it is the desire of the American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power.

"All orders are subject to acceptance by our New York office and to prices and styles in effect at our factory on date of shipment. No representative or employe of this company has authority to charge any circular or price-list issued by this company."

It is understood that similar protection will be offered by other tobacco and cigarette manufacturers and that notices will be sent out within the very near future.

S. Monday & Sons have been among the first to follow the example of the A. T. C.

"There's A Reason"

(Apologies to Postum Cereal Co.)

THERE'S a reason for the endorsement of 1500 progressive cigar manufacturers for Model M Universal Tobacco Stripping and Booking Machines.

In the first place the Model M Universal is a *paying* investment from the day it is installed. By speeding up "Stripping" and cutting out the loss of time and the waste of stock that can't be avoided with hand stripping, the Model M Universal manifests its dollar and cent advantages.

In addition, it enables the cigar maker to make more cigars and more money. It cuts out the drudgery and waste of hand-stripping.

[Cigar manufacturers who have the reputation of judging production cost most shrewdly are "one hundred per cent sold" on the Model M Universal. It will pay *you* to learn why this machine is essential to your business. Send for catalogue and price list today.]

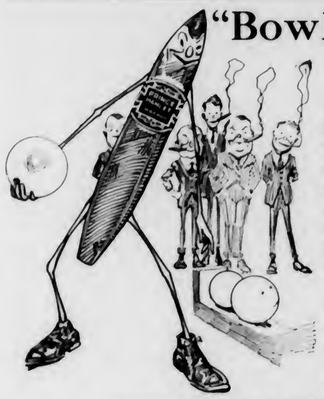
UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.
108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy
London, E. C. 2 England—19 Bishopsgate
Madrid, Spain—Zorilla 9
Manila, P. I.—Kneedler Building



"Bowling'em over!"

SET your ball rolling down "Smoke Appetite Alley" *today* and score a "ten-strike" with your customers by "setting up" Prince Hamlet Cigars and displays in your show windows. You'll find yourself hitched to a tidy bit of cigar business that you *may* have been overlooking.

PRINCE HAMLET

2 for 25c.—15c.—25c.

The Well-Balanced Satisfying Smoke

Our Car-Card Advertising is creating an ever increasing demand. We're in the game bigger than ever this year—*Watch us grow!*

BAYUK BROS. CO.

Manufacturers of the Famous "Mapacuba" Cigars, Philadelphia

New York, 119 Lafayette Street Phone, 3166 Franklin

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

NEWSPAPER REPRESENTATIVES PRESENT GEO. E. MAINARDY WITH A SILVER SERVICE

To commemorate the twenty-fifth anniversary of the marriage of George E. Mainardy, assistant advertising director for the American Tobacco Company, newspaper representatives in New York presented him with an elegant Tiffany silver service and a silver pitcher and tray. The presentation was made, in behalf of the representatives, by Colonel M. D. Bryant, president of the Six Point League, at luncheon given in the Hotel McAlpin Annex.

BURLEY GROWERS TO ORGANIZE KANSAS AND MISSOURI

The Burley Tobacco Growers' Association, now of Kentucky, Tennessee and West Virginia, will endeavor to include the burley growers of Kansas and Missouri, as soon as the organization work is completed in Indiana and Ohio. Interest in the association is progressing very rapidly wherever burley tobacco is raised. It is said that Lexington will continue to be the headquarters of the association, no matter how big it gets.

WILLIAM DE HAVEN DEAD

William De Haven died at Lancaster, Pa., on October 12. He was born in Lancaster in 1856. He was engaged in the tobacco business during the greater part of his life, and for several years past was associated with Rose & Wobbe, leaf merchants, of Water Street, New York.

Mr. De Haven was vice-president of the Lancaster Leaf Tobacco Board of Trade; one of the organizers of the Lancaster Machine Structural Company, and formerly member of Common Council.

CONSIDER THE OYSTER

Do you carry enthusiasm into your work? Let's hope so, for it holds the same relationship to your life that the explosion in the cylinder bears to the hill-climbing capabilities of your motor car. It is the extra power that keeps the flywheel spinning.

Without enthusiasm, we should all stagnate. It is the "Let's Go"—"Hip-hip-hurrah" spirit that moves the world to achievement. Which do you enjoy meeting most—the fellow who lays three cold, limp fingers in your hand and seems to be bored to death with life, or the chap who parts his face with a smile and grabs your hand and converts your arm into a pump handle?

When you tackle a job do you hit it with a wallop and a bang that carries you half way through before you realize you have started or do you just kind of let it surround and drift over you like a tidal wave in the hopes of some day being able to worry your way out of it?

Enthusiasm has overcome the "impossible" so often that it has put that word in bad repute. It spells the difference between the purely static state of mind and the one bristling with dynamic energy and "get-there-itiveness." It puts interest and pleasure into work. It leaves drudgery a place only in the dictionary.

Consider the oyster. It has no enthusiasm—and as a consequence it is robbed of its pearls and served on the half-shell.

Enthusiasm is a state of mind.

Cultivate it, for it is worth while.—"Bottles."

A SUCCESS, *from the first day*

To Jobbers and Dealers

Many thanks for the rush of orders that have greeted this newcomer. We are doing our best to fill them.

"111"

ONE-ELEVEN CIGARETTES

20 *for* 15c

Guaranteed by

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

111 Cigarettes are made with the same care and carry the same guarantee that identifies all the products of The American Tobacco Co.

LIPSCHUTZ'S
44
CIGARS
Cigar Co., Inc. Philadelphia

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.
American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

YORK COUNTY CIGAR MANUFACTURERS' ASSOCIATION

At the second meeting on October 10, of the cigar manufacturers at Red Lion, the name adopted as the official title of the organization was "The York County Cigar Manufacturers' Association."

One of the functions of the association is the diffusion among the members of information in regard to the credit standing of various firms.

The association will hold regular meetings in the Council Chambers on the third Monday night of each month.

THE ENGLISH RETAIL TOBACCO TRADE

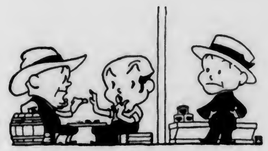
A significant feature of the recent trend of the retail trade is the growth of the demand for loose tobaccos suitable for cigarette making and for cigarette papers. Either many smokers are striving to economise a little by rolling their own cigarettes, or the practice of making their own cigarettes is becoming more popular. Be the reason what it may, reports from various quarters indicate that inquiries for loose tobacco and cigarette papers recently show a marked increase, indicating a stronger tendency with the cigarette smoker to roll his own cigarettes. Many tobacconists are making a special display of suitable tobaccos in their windows, with a view to attracting this trade. No doubt the principal reason which is attracting the smoking public is the fact that when cigarette prices were last put up the price of "light returns" was not increased, and as most of the cigarette tobaccos are made up from this, there is now a very important saving to the public. Enterprising retailers will doubtless act upon the hint in making their window displays.—Tobacco Trade Review, London, England.

You'll learn to love
Life
Cigarettes
Chocolate-Seasoned Burley Blend that's DISTINCTIVELY MILD

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

With acknowledgments to K. C. B.

Don't stick with the prunes



MY DAD'S favorite yarn.
WAS THE one about.
THE OLD storekeeper.
WHO WAS playing checkers.
IN THE back of the store.
AMONG THE coal oil.
AND THE prunes.
WHEN THE sheriff.
WHO HAD just jumped his king.
SAID "S! there's a customer.
WAITIN' OUT front."
AND SI said "Sh-h-h!
IF YOU'LL keep quiet.
MEBBE HE'LL go away."
NOW HERE'S the big idea.
WHEN A good thing.
HAPPENS ALONG.
DON'T LEAVE it to George.
TO GRAB the gravy.
F'RINSTANCE IF.
YOU HEAR of a smoke.
OR READ about a smoke.
THAT REALLY does more.
THAN PLEASE the taste.
THERE ARE no hooks on you.
THERE'S NO law against.
YOUR STEPPING up.
WITH THE other live ones.
AND SAYING right out.
IN A loud, clear voice.
"GIMME A pack of.
THOSE CIGARETTES.
THAT SATISFY."

In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

JUST plank down twenty cents on any cigar counter and get twenty portions of the real "satisfy-smoke." You'll say you never tasted such flavor, such mild but full-bodied tobacco goodness. You're right, too, because they don't make other cigarettes like Chesterfields. The Chesterfield blend can't be copied.

They Satisfy Chesterfield
CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

THE FUTURE OF CUBA IN THE CIGAR TRADE

"El Tabaco," a tobacco trade journel of Havana, in the July number, said in part: "The tobacco industry of Cuba has a definite future. Its prospects could not be more assured. In proportion as the importance of the home consumption increases that of the export demand diminishes. England no longer influences as in times past the tobacco industry of Cuba. Local consumption is colossal. Four hundred million cigars is no exaggeration, and this represents a turnover of something like thirty-two million dollars with busy factories throughout the year.

"No longer can it be said that the price of tobacco for home consumption bears no relation to that of tobacco which is exported. The Cuban pays very high prices for his smokes. In the great hotels, at the cigar stands, and even in the bodegas, the most costly cigars are sold and the public pays complacently. England, which, according to the grouchers, can influence, if it so decides, the destinies of Havana, takes sixty million cigars in a year, while our Santiago de Cuba alone, with fewer than one hundred thousand inhabitants, takes fully one hundred million cigars.

"Can the failure of an industry with such support be credited? In our judgment, no. There is no reason for disquietude. On the contrary, we believe that we are on the eve of great development and of achieving a magnificent place in the universe. As a last word, let us point out that in 1918, out of our total production of four hundred and seventy-nine million cigars, England imported only sixty millions, equal to 12.48 per cent. In 1919, in spite of the English import, amounting to sixty-five millions, it did not reach 12 per cent. of our total production."

TOBACCO TRADE IN LONDONDERRY

Those who have been reading about the riots in Ireland, in American newspapers, would naturally think that they would have a very disturbing influence on trade, but London "Tobacco" in the current number says that there is no falling off in trade in Londonderry and district, despite the recent disturbances; in fact, the trade report a bigger demand than ever. There is no chance of any unemployment in this district for many years to come, as the shipyards and the factories have orders to keep them going for years in advance. Wages are high, and the tobacconists are getting a good share of the money which is being spent. The shops of Samuel Bagle, in Carlisle Road, Londonderry, and that of Messrs. Madden Brothers, Strand, and Foyle Street, Londonderry, have fine arrays of pipes, pouches, cigarettes, cigars and tobaccos. Mr. James Williamson has an exceptionally good stock of all varieties of makes, at Richmond Street, Londonderry. Another noticeable establishment is that of Little, the Strand Road, Londonderry, and Mr. Breslin, Bishop Street. There is a desire to give a helping hand in the northeast of Ireland to ex-soldiers who have a little money, and are desirous of embarking in the tobacco business.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

TOBACCO PRICES IN ENGLAND

The American consul at Bradford, England, in a recent report stated that the year 1919 opened, according to a local trade review, with a high range of prices for American tobacco; although freights dropped, the rate of exchange also declined, so that buyers experienced no relief. It was expected that later an easier situation would result from the new crop, the planting being reported as large, but adverse weather conditions in July seriously curtailed the production so that "Virginia" and "Carolina Brights" sold at greatly enhanced prices during the fall and early part of the winter in the United States, and the crop was readily marketed. Prices for raw tobacco at the close of the year were the highest on record, despite the free arrivals which had taken place throughout the year. The low rate of exchange prevailing at the end of the year is said to have increased the price of tobacco in bond delivered in this country about 25 per cent.

Some Nysaland leaf tobacco was imported, and being entitled to a rebate of one-sixth of the import duty, which equals about $0.035 per pound at present, sold well at current quotations. After great activity in the market during the months of October and November, business was quieter in December, although prices remained very firm, and in the case of "Darks" showed an advance.

The imports of leaf tobacco in 1919 reached the large figure of 153,838 casks. In 1915, the next highest year in the past ten years, the imports were 97,850 casks, and this was exceeded in the past year by 55,988 casks.

TOBACCO CONSUMPTION IN DENMARK

The American consul at Copenhagen, Denmark, states that the use of cigars and cigarettes has been steadily on the increase. It was reckoned that there were 1,000,000,000 cigarettes smoked in 1919 as compared with 600,000,000 in 1918. Before the war, according to Government statistics, there were used per inhabitant 139 cigarettes per year; in 1919, 325. Most of the higher-priced cigarettes used to be of foreign make, but now the greater part are manufactured here. An import of 144,000,000 in 1919 was partially offset by an export of 82,000,000. Prices have risen tremendously. In 1917 about 90 per cent. of the cigarettes retailed less than 2½ ore apiece (seven-tenths of a cent), but in 1919 less than 40 per cent. were sold at that price.

The production of cigars in 1919 was 343,000,000 compared with 257,000,000 in 1918 and 246,000,000 in 1913. The value of the 1919 production is set at 44,700,000 crowns (about $10,395,300). The home-made article supplies practically the whole demand. There were about 7,000,000 cigars imported in 1919, but most of these were included in the 10,000,000 exported during that same time. The Government's revenue from the tobacco tax is large.

POWER OF SALESMANSHIP

There never was a better time than the present for a tobacconist to exercise his power of salesmanship. Without any appearance of dictating to a customer he can in many ways promote sales which would not be made without his use of personal initiative. If he does not use his opportunities he will be like an automatic machine. Without the increase of salesmanship in the shop the demand remains exactly what others like to make it, and the tobacconist's own specialties are neglected.—London "Tobacco."

Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for Yourself—!"

Special attention is called to Murad 20s in Ten Boxes

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHARLOTTE AMALIE:—41,874. For all tobacco products. September 25, 1920. J. Rosenberg & Co., New York City.

DON X:—41,875. For all tobacco products. September 28, 1920. American Litho. Co., New York City.

PERFECTION MAIS PAPER:—41,877. For cigarette paper. October 4, 1920. Michalitschke Bros. & Co., Inc., San Francisco, Cal.

THUM BIT CLUB:—41,880. For cigars. August 23, 1920. Louis Hummel, Brooklyn, N. Y.

JOSE VICTORIA:—41,883. For cigars, cigarettes and tobacco. October 14, 1920. South Florida Cigar Co., Tampa, Fla.

G. R. M.:—41,884. For cigars. August 3, 1920. G. R. Messina & Co., West Tampa, Fla.

LADY ETTLER:—41,886. For cigars. October 2, 1920. Bradley Bros., Philadelphia, Pa.

ROY-EL:—41,887. For leaf tobacco only. October 20, 1920. Wedeles Bros., Chicago, Ill.

BUCILIA:—41,888. For all tobacco products. October 2, 1920. C. B. Henschel Mfg. Co., Milwaukee, Wis.

JAMES HEITH:—41,904. For all tobacco products. October 21, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

NEVER REJECTED:—41,905. For cigars, cigarettes and smoking tobacco. October 7, 1920. Ramon Azogue Co., Inc., Philadelphia, Pa.

TRANSFERS

LA FLOR DE SEWARD:—11,308 (Tobacco Journal). For cigars. Registered October 8, 1889, by Boltz, Clymer & Co., Philadelphia, Pa. By various transfers acquired by Adolph Frankau & Co., New York City, and re-transferred to Varro Cigar Co., Newark, N. J., April 15, 1920.

COMPRADO:—17,277 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 20, 1909, by Klingenberg Bros., New York City. Transferred to Varro Cigar Co., Newark, N. J., April 9, 1920.

MINAR:—26,678 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 26, 1903, by Wm. Steiner Sons & Co., New York City. Transferred to Chicago Box Co., Chicago, Ill., August 23, 1920.

EL DEPICTO:—34,198 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 14, 1908, by American Litho. Co., New York City. By various transfers acquired by American Cigar Co., New York City, and re-transferred to Welcher Bros., Chicago, Ill., October 19, 1920.

DACIA:—12,598 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered November 11, 1896, by Louis Ash & Co., New York City. By various transfers acquired by Geo. Schlegel, New York City, and re-transferred to Wohl & Comstock Co., Cleveland, Ohio, October 20, 1920.

PITTSBURGH FAMOUS:—30,166 (Tobacco World). For cigars, cheroots and stogies. Registered May 28, 1914, by Union-American Cigar Co., Pittsburgh, Pa. Transferred to Zeugschmidt Cigar Co., Pittsburgh, Pa., July 1, 1920.

BARTHIUS:—41,840 (Tobacco Merchants' Association). For all tobacco products. Registered August 31, 1920, by American Litho. Co., New York City. Transferred to Bartholomay Co., Rochester, N. Y.

PAN HANDLE:—3188 (Tobacco Leaf). For cigars. Registered July 9, 1888, by Garcia & Vega, New Orleans, La. Transferred to American Litho. Co., New York City, October 1, 1920.

PAN HANDLE:—5398 (Tobacco Leaf). For cigars. Registered January 24, 1891, by G. A. Koehler & Co., Yoe, Pa. Transferred to American Litho Co., New York City, October 1, 1920.

The Bannon-Braelow Company, cigar manufacturers, has been incorporated at Trenton, with headquarters at Newark, N. J., with a capital of $100,000, by Harry A. Braelow, Jack A. Klein and Harry Silverstein.

Tobacco Patents Granted

No. 1,353,944. TOBACCO BITER. Lloyd Elden Ashenfelter, Atlanta, Ga., patentee.

Patent for a tobacco biter which comprises a holder for the plug consisting of a frame having a body and laterally-extending jaws for receiving the plug between them, the body being open to permit of inspection of the plug, the body having at each side of the opening a channel-shaped guide, each guide consisting of telescoping sections having a limited movement away from each other, a transversely-curved blade having outwardly bent edges to engage within the guides, the blade and guides having means for limiting their movement with respect to each other, a plate serving as a finger piece secured to the top of the blade and extending beyond the blade away from the body of the plug-receiving frame.

No. 1,351,683. SMOKER'S PIPE. Nathan H. Price, Shannon, Ala., patentee.

In combination with a smoker's pipe having an opening through the bottom of the smoke chamber thereof, a clamp having a hook-shaped end on the stem of the pipe, and the stem between the clamp and the referred-to opening having a depression providing a pocket on its under face; of a combined cleaning and supporting means for the pipe, including a disk designed to be received in the smoke bowl below the passage in the stem of the pipe, a stem on said disk passing through the opening in the smoke bowl, a spring rod pivotally secured to the outer end of this stem designed to contact with the stem of the pipe and to be engaged in the hook of the clamp for holding the disk in the smoke chamber.

No. 1,354,042. CIGARETTE CASE. Benjamin F. Hunziker, Minneapolis, Minn., patentee. Patent assigned to Julius F. Hunziker, Minneapolis, Minn.

A cigarette case formed from a single piece of sheet metal bent on a curve at its intermediate portion to form a bowed spring-acting edge wall, tending to open the case, and with the two sides forming portions of the sheet at their edges and ends having co-operating lapping flanges, the edge-forming flanges having yieldingly engaging interlocking elements, and one of the end-forming flanges adjacent to the bowed edges of the case having a passage that is always open when the case is closed, to permit the endwise discharge of cigarettes, one at a time, all of the other edge-forming flanges having curved ends located immediately adjacent to the bowed edge of the case.

No. 1,349,147. CIGAR. Elbert L. Couch, Farmington, Conn., and George H. Conners, Hartford, Conn., patentees.

A cigar provided with a combination lighting and advertising member, the advertising means being adapted to light said member; an igniting device comprising a wedge-like body having two branches to fit flatwise against each other, and having ears carrying advertising matter, which functions also to ignite the cars, the device being insertible in the tuck end of a cigar with the ears folded back against the cigar end.

No. 1,354,307. CABINET FOR CIGARETTES. Charles T. Joslin, Feura Bush, N. Y., patentee.

Patent for a magazine device having an ejector for ejecting articles therefrom, a manual member to actuate said ejector and adapted to be shifted manually into and out of operative connection therewith.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

FOR SALE
Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.
Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 22

The TOBACCO WORLD

NOVEMBER 15, 1920

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

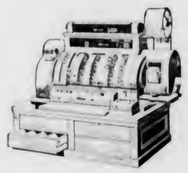
THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

There is a better way to keep the store records you need

Every merchant can get the figures for his Income Tax report without working overtime on day book, pass books, ledgers, and memorandums.



He need not trust to his memory for the figures. He need not guess.

An up-to-date National Cash Register will give him a record of every store transaction — automatically and accurately.

He will have control of his business. He will be able quickly to make out an Income Tax report that will be acceptable to the government.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba CIGARS

Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

TOPIC

HAVANA CIGARS

10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Vice-President
ASA LEMLEIN, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

CIGARS OF QUALITY in Classes A, B and C. Samples will be sent on request. J. C. Heckert, Jr., Dallastown, Pa.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

FOR SALE—Wisconsin Binders and B's at reasonable prices. Will sell in lots from one case up. Herman Anderson, Janesville, Wis., R. F. D. 1.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 November 15, 1920 No. 22

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

THANKSGIVING

THE President of the United States has proclaimed Thursday, November 25th, as a day of National Thanksgiving.

WE join with our fellow citizens in giving thanks for the prosperity of our country, for the peace which we have enjoyed, after years of hurtful war and for the bright outlook for our national future.

AS an institution doing business throughout the length and breath of this land, we have abundantly prospered. Old friends have remained true, new friends have been gained, and within our organization we have found such universal loyalty that we can from our hearts celebrate Thanksgiving Day.

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

THE STANDARD CIGAR MOLD CO.

No. 90 WALL STREET, NEW YORK CITY

PHONE JOHN 3780

CIGAR MOLDS OF ALL KINDS

Standard Shapes—Standard Sizes—Quality and Prompt Delivery Assured

Price

10 section $2.25
20 " 2.50 } F. O. B. New York

5% Discount allowed on all orders accompanied with remittance

For Gentlemen of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

WILLIAM BLACK & COMPANY

311 East 94th Street, New York City

Manufacturers of **AROMATORS** *in all sizes & finishes*

The Only Way to Preserve the Freshness and Quality of Cigars

WRITE FOR QUOTATIONS

Volume 40

THE TOBACCO WORLD

Number 22

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1920 Foreign $3.50

EDITORIAL COMMENT

THE constant pounding away on the part of the newspapers, the buyers and the public have resulted in bringing some lines down with a sickening thud, and along with it closed mills and unemployment. Breaks in the markets of raw materials have set the public at the heels of those selling articles manufactured from these commodities. But the public has failed to take into consideration that a very considerable period must elapse before raw material reaches the market in a manufactured state.

Immediate lower prices cause a loss somewhere. Either the manufacturer, jobber, or retailer must suffer. In some lines, because of the pressure of financial obligations and the unwillingess of banks to make more than limited loans, the manufacturer has suffered. In other cases the retailer has given up a portion of his profit. In some rare cases the creditors have gone into the wholesale business.

The cigar business is suffering just at this time from a lot of the newspaper hokum about lower prices. No one disputes that lower prices must come, but it raises a fair question when an attempt is made to stampede the manufacturers of an industry into taking what would be at this time enormous losses in the aggregate.

Cigar manufacturers in most cases buy their tobaccos one and two years in advance. In the cigar manufacturing industry, and in some of its allied industries as well, production costs are at their highest point today.

As a matter of fact, there are some cigar manufacturers who have yet to use their highest priced tobaccos and it is a matter of conjecture as to what they will do in the next three or four months when as a matter of sound business their prices should advance.

Directly offsetting the testimony of those who seem to think the cigar industry is going to the eternal bow-wows, is the fact that the majority of manufacturers of popular brands have guranteed their prices to their trade on no less than a sixty-day basis. The result has been decidedly healthy orders from the trade.

But there are many manufacturers who have not taken this step despite the fact that they can ill afford to make a reduction in price. Any reduction will be made at a loss and a reduction which forces a loss will be of no benefit to the industry.

Those jobbers and retailers who are letting their stocks decline below normal in hopes of an anticipated reduction in price will probably find themselves unable to get all the goods they need when they do order. When a manufacturer's business falls off his help is laid off proportionately and while he will no doubt be able to get his help back when he needs it, that does not mean that cigars will be on hand to fill immediate orders.

Further, a resumption of buying will be sure to bring about a rationing of cigars, with the result that the industry will again be far behind on orders. And if anything, such a situation will most certainly strengthen prices rather than bring them down.

It would seem that the wise move for the retailer and jobber would be to keep their stock in fairly normal shape by ordering regularly, as there is evidence on every hand that the popular and nationally selling brands cannot be reduced at this time, and on the other hand the manufacturer's guarantee of price offers protection in the majority of cases.

We do not find retailers reporting any heavy decline in sales except that in some cases there is a falling off of the 15-cent straight and three for 50 cents goods. In such cases the sales are going to two for 25-cent and 10-cent sizes.

Since the guaranteeing of prices has become general it would appear that about the quickest way out of the woods is for the retail and jobbing trade to get behind these brands and keep them moving. The sooner the higher priced tobaccos are used up the quicker the trade and the public will benefit from the general trend of lower prices.

Cigar manufacturers who are users of newspaper and magazine space will do the trade and themselves a great favor if they would explain to the public, through their advertising, the situation in which they are placed. It is taken for granted that the trade knows that tobaccos purchased today are not manufactured tomorrow and placed on the retailer's counter the day after.

WHILE we are on the subject of price reductions we wish to say a word on behalf of some of the industry's allied interests, particularly the lithographer and the cigar box manufacturer.

Cigar manufacturers have been advised for some time to keep their orders placed well in advance, four or five months at least, in the matter of labels and bands. This has enabled the lithographer to protect such purchasers by procuring his materials at the current market price. Despite the trend toward lower prices, the paper manufacturers are far oversold and predict still higher prices for 1921.

We are not familiar with conditions as regards paper manufacturing but their situation may be much the same as that of the cigar manufacturer. We hope that there will at least be no further advance, but we base our statement on interviews with paper manufacturers which have appeared in the business papers as well as the daily press.

In discussion the possibilities of price reductions with cigar manufacturers we have done so on the strength of the belief that the man who knows most about the production costs in the cigar industry is the cigar manufacturer. The statements of numerous cigar manufacturers that conditions will not permit any reduction in price for some time is borne out by facts that can be obtained from other sources.

By the same hypothesis the lithographer is entitled to the same consideration and anyone who is familiar with this branch of the industry knows that conditions do not warrant any price reduction. Getting paper has not been so much a question of price as it has been of getting it at all, and the logical move has been to get as much as possible when the opportunity has offered.

There has been no decline in the price of labor in the lithographic industry, nor has there been in the cigar manufacturing industry, and statistics will show that the percentage of increase in the lithographic industry is equal to, if not exceeding, the percentage of increase to workmen in the cigar industry.

Time and conditions will bring about the desired results but there is nothing to be gained by attacking the lithographers for lower prices when they are in no more favorable position than the attackers.

It seems to be the failing of manufacturers in many lines to put more emphasis on price than on quality.

It will pay manufacturers with this propensity to view the display in the windows of Rogers Peet Co., at Forty-first Street and Fifth Avenue, New York, where they are exhibiting shoes sold in some of the exclusive shops of that city as being $18 and $20 shoes reduced to $10 and $12. These shoes have been cut in two and there you can see the felt box in the toe, the canvas backs, the canvas counters, the part paper heels and even composition soles!

You can't buy a Corona Corona for the price of a stogie. And five colors and gold are not to be obtained for the price of black on white.

INCIDENTALLY some cigar manufacturers are pursuing tactics that belong to the old days as regards their relations with cigar box manufacturers. They are shopping around in impossible places for new prices on cigar boxes where they would not order if they could, but for the sole purpose of using those prices to force the boxmaker who has protected them to the utmost during the strenuous conditions of the past two years, to furnish boxes at cost or less.

Just the other day a writer in the New York "Evening Post" referred editorially to the fact that Mark Twain had been elected to the Hall of Fame in New York. He also referred to the "busts" of other famous men with which it would be placed.

A writer in the New York "Evening Telegram" mentioned the fact that the Hall of Fame did not contain "busts," but only tablets, and suggested that before a man undertook to write on a subject of that character he had better familiarize himself with the surroundings.

It is a fact that while hardwoods and building lumber have declined, *cigar box lumber has not declined one cent*, and in addition we know of no cigar box lumber mill (and there are less than a dozen in the United States) which will be able to fill its 1920 orders this year. There is no possible decline indicated for some months, some say not before June or July, 1921.

In the meantime cigar box manufacturers are just beginning to get their normal supplies of lumber at the very top price, and in addition have had to further advance wages.

It is pertinent to the situation to point out that the cigar box manufacturers of the country have declined almost 50 per cent. Today there are only about two hundred in the entire country, while five or six years ago there were nearly four hundred.

There are but two usual reasons why a business ceases. One is because it fails and the other is because it can liquidate before it does fail.

There was never any money in the cigar box business because there were so many cigar box manufacturers who could afford to do business at cost on the grounds that they did so much business.

This class of boxmaker constituted the majority of the one hundred and seventy-five who quit or were shut up by their creditors.

It is no wonder that when such an unusual situation arose as during the past eighteen months that enough boxes could not be obtained.

And the cigar box lumber manufacturers will be pleased to tell any cigar manufacturer that they were unable to supply lumber for the reason that they could not get logs on the one hand and in most cases did not have the equipment for more than normal production. And they will further state that the condition of the cigar box industry has never justified any more than sufficient equipment to care for normal needs.

As in the cigar manufacturing industry, so in the cigar box industry. Any reduction at this time will mean not only a loss but fewer cigar box manufacturers.

The cigar manufacturers who seek to force price reduction at this time from either the lithographers or the cigar box makers will be making a serious mistake for they will be secured only at the expense of the industry as a whole.

Conditions will adjust these situations just as they will in the cigar manufacturing industry. Meanwhile give the other fellow the same chance to get out from under the burden of materials purchased at peak prices, just as you desire the same opportunity.

(Continued on Page 20)

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.

INVENTORIES may be taken by retailers upon either a cost or a market basis, according to an announcement from the Treasury Department. New regulations permitting the use of the "retail method" in taking inventories have just been issued following consideration of the matter by the Committee on Appeals and Reviews.

The method in which inventories might be taken was called to the attention of the committee by the Income Tax Unit of the Internal Revenue Bureau, with the request that Committee Memorandum 38, dealing with requests by taxpayers for permission to change their methods of taking inventories, be reconsidered. It was stated that under that memorandum it was necessary in practically every case to refuse the taxpayer's request for permission to change the basis of valuing inventories from cost to cost or market, whichever is lower, because such a change reduces the tax payable for the year in which the change is made.

This question was covered by the third paragraph of Memorandum 38, which provided that "If inventories have been taken in the past on the basis of cost, and request is now made to change to cost or market, whichever is lower, the reasons for the request should be carefully scrutinized, and the request refused if it appears that the principal reason therefor is to reduce the tax payable for 1919."

This paragraph, declared the committee in reviewing the matter, was based on the hypothesis that taxpayers had had an opportunity to change from a strictly cost-price method to a cost or market, whichever was lower, basis at the close of 1917 and 1918, and a change which had other purpose than reduction of tax did not appear to be permissable.

"The committee has given careful consideration to the question, and has reached the conclusion that since in so many instances the taxpayer has had no real election, but has been forced to take his inventory on either basis at cost, since cost was lower than market, the taxpayer who for this reason has prior to this year had no real election, but who now desires to change to the basis of cost or market, whichever is lower, should be permitted to do so.

"The committee therefore recommends that Memorandum No. 38 be modified to the extent that where it can be shown that market at the close of 1918 and 1919 was above cost, the taxpayer may now elect to take his inventory upon a cost or market basis, whichever is lower, provided that such practice is adhered to consistently in the future, but that the memorandum in question stand so far as it applies to those cases where there was an opportunity to take inventories at a figure lower than cost, because market was lower than cost at the close 1918 or 1919, and consequently there was a real election to continue upon a cost basis."

A special mileage book for the use of commercial travelers is being sought by the Order of United Commercial Travelers, according to John A. Millener, of Columbus, Ohio, general counsel for the organization. Such a privilege would be of material advantage to traveling salesmen, and would have several benefits for both the salesmen and the railroads.

All passenger agents of at least one of the largest trunk lines in the United States will be invited to attend a conference to be held in the near future, at which the matter of issuing special mileage books to salesmen will be taken up, according to Mr. Millener. It is proposed that the roads shall provide a book for 5000 miles at 2¾ or 3 cents per mile, the use of which is to be limited to commercial travelers.

At the proposed rates, these books would cost from $137.50 to $150 each, and their sale would give the roads a tremendous revolving fund and help to solve some of their financial problems. Their use would eliminate congestion at ticket office windows, also. It is planned to have the mileage interchangeable and to have it carry also inter-road baggage checking.

* * *

A hearing on the proposal of the Department of Commerce to consolidate the Bureau of Customs Statistics of the Treasury Department, in New York, with the division of statistics of the Bureau of Foreign and Domestic Commerce, will be asked of the House Committee on Appropriations within a few days by Secretary Alexander. The proposed plans of the department call for an appropriation of $400,000 a year, which will be used in improving the present methods of handling the work of gathering and disseminating statistics of our import and export trade. It is hoped to have the hearing before the session opens, so that there will be no delay in getting the item into the annual appropriation bill for the next fiscal year. Efforts to secure legislation of this nature were made last session, but failed.

If the department's plans for the consolidation of the two statistical divisions are put into effect, it is planned to make a number of changes in the work so as to afford information of value to importers and exporters which is now available. Among other things, it is planned to gather statistics of exports by States of origin and by parcel post. The estimate of $400,000 for this work is double the amount now expended for the operation of the two divisions, but will be necessary if all the plans of the department are to be put into effect.

The hearing which it is desired to have this month will be for the purpose of securing an appropriation with which to make the changes effective on January 1, approximately $200,000 being required for the remainder of the current fiscal year.

Regardless of the fate of the proposal to consolidate the two divisions, the Department of Commerce has prepared and will put into effect some time next year a new import and export classification. Under the new classification, 984 separate classes of imports will be shown, against 700 classes in the present schedule, while the number of export commodities classified will be increased from 700 to 1234.

It had been planned to put the new schedule into effect on January 1, next, but the tremendous growth of imports and exports since the close of the war has increased the current work of the statistical divisions and the Bureau of Customs Statistics to such an extent as to render it impossible to carry out the original plans, and it will probably be several months before the new classification can be made operative unless Congress makes available additional funds on January 1, which will permit an increase in the personnel to handle the work.

***

How the foreign trade of the United States has grown during the past century is graphically shown by figures which have just been gathered by the Department of Commerce.

During the fiscal year ended June 30, 1821, the total value of all export shipments from the United States aggregated $51,683,640. This was just about one-twelfth of our present exports for one month, the total value of goods shipped abroad during the month of September, 1920, being $606,000,000. As compared with the exports of 1821, our foreign business now is about 156 times as great, exports for the fiscal year 1920 amounting to $7,950,000,000. This includes only exports of domestic products, no account being made of the re-exports of imported goods.

The growth of our manufacturing industries during the past century is evidenced by a comparison of the figures showing the exports of manufactured goods in 1821 and in 1920. In the former year, our exports of manufactures ready for consumption amounted to $2,900,000; last year they totaled $2,384,000,000.

The above and many other interesting facts are included in a booklet which has just been issued by the department, called the "Statistical Record of the Progress of the United States." Copies of the work may be secured from the Superintendent of Documents, Government Printing Office, Washington, or from the branch offices of the department, at ten cents each.

***

Industry in the United States is passing through a period of transition from war to normal conditions with every assurance of a satisfactory solution of the problems which accompany such a change, according to a survey of general business conditions throughout the country issued November 1, by the Federal Reserve Board.

"The factors involved in the present readjustment process are essentially the same as those which have been observed and noted in the past in periods of acute transition," says the board, "and include, conspicuously, price changes, uncertainty regarding future market conditions, and slackening or suspension of activity in important lines of industry. In a national survey of conditions, however, it may fairly be said that the economic and business situation in the United States is showing much inherent strength and an ability to attain a position of relative stability through an orderly transition. Considering the industrial dislocations, the commercial disorganization and the financial derangements occasioned by the Great War everywhere throughout the world in one degree or another, recovery and restoration are proceeding apace in the United States, and the natural forces in evidence which make for stabilization carry assurance for the future."

Price revisions in various lines of industry have been the outstanding element in the situation, it is declared. Caution in buying, due to a belief that price readjustment is not yet complete, is a noteworthy factor, and in some quarters has tended to slow down the activity of trade.

"The retail trade situation shows a moderate increase of net sales over the same period last year, but it does not show the usual fall activity," the board comments. "The unseasonable weather conditions throughout the country have had an appreciable effect upon the buying of certain articles. Accompanying this relatively light demand is a tendency on the part of the retailer in many cases to reduce prices in order to stimulate buying. This, it is reported in certain districts, has had some effect. On the whole, however, the consumer is not buying very actively. In some of the agricultural sections the unsettled price situation relative to the principal crops, as well as the tendency often found to hold instead of marketing, has helped retard fall purchasing. Reports from almost all districts state that the retailer is purchasing very conservatively, outstanding orders being very small, in spite of the fact that at this time of the year many fall and winter goods are ordinarily received."

***

Liverpool tobacco importers will be allowed to import 8000 casks of tobacco for storage during the month of December, according to cabled advices from the American consul at that port to the Department of Commerce.

Authorization for this importation was made by the Mersey Docks and Harbor Board, which has control of allotments for storage space.

***

Conditions in the tobacco industry in the Dominican Republic are very unsatisfactory, according to reports received at the Department of Commerce from the American consul at Peurto Plata. Although some improvement has taken place within recent months, the situation is still far below normal, it is declared.

A fine crop of tobacco was grown during the past season, and if normal conditions had prevailed from sixty to seventy million pounds would have been cured and marketed; as there was no demand for tobacco during the curing season, however, and the farmers had no large facilities for storage, large quantities of ripe tobacco were allowed to go to waste, and it is estimated that less than fifty million pounds were saved.

(Continued on page 21.)

Looking Forward

Business in general today seems to feel a depression thru the part the buyers are playing. They seem to have become endowed with a skepticism which has brought them to an attitude that it is correct to withhold placing of orders for future requirements. This tendency has travelled from the consumer right down to the firms dealing in natural resources.

Manufacturers, in turn, are compelled to reduce the number of people they employ; thus curtailing their production. This, in our opinion, is likely to bring about a detrimental result. We are firmly of the opinion that BUSINESS IS COMING BACK and that prosperity of the country will continue. It may be, and it seems quite possible, that we are liable to work to a reduced price basis, and we believe everyone is striving for the same end. Should business return in a hurry, we fear that many manufacturers will find themselves again embarrassed for materials as production will be curtailed and reserve supplies exhausted.

Frankly, we trust our customers will impose their confidence in us and continue placing their orders for future requirements. We will, in every instance possible, protect customers on undelivered material against decline in prices.

American Box Supply Co.

305 RUSSELL STREET

DETROIT, MICH.

LEAF MARKET JOTTINGS

IN Lancaster County, and the district, finding that politics interfered with business, the buyers and growers quit business, or so nearly so as to leave very little worth recording. As everyone knows, there was quite a lot of activity a few weeks ago among the buyers, but it seems that they found prices a little higher than they wanted to pay. The "Examiner" says that it is quite likely that if tobacco could be bought at about last year's prices, when in the neighborhood of twenty cents for wrappers was the figure, buyers would be active in buying; but growers do not seem to be inclined to accept such prices, and in fact, they do not seem at all anxious to sell.

The hanging tobacco is curing finely, and the early cut is almost ready for stripping. In fact, some farmers are engaged in stripping their Havana which they are finding to be first class. Where growers have been able to strip their seed leaf they report that the leaf is very thin, and of fine texture, so that they claim to have one of the most desirable crops that has been grown for years. Consequently they expect to get fair prices for it.

It is the opinion of an experienced tobacco man, that there will be no sale of tobacco at reduced prices, such as is occurring in many other products, because there is a heavy demand and no surplus; on the contrary, it is quite definitely established that there is a shortage, and the ultimate buying public is purchasing tobacco in such volume as will require all of Lancaster County tobacco to meet the requirements of the manufacturer.

The early part of the month in Wisconsin brought damp weather, mild, moist ease whether that gave much joy to the growers and packers, according to the "Edgerton Reporter," which constantly feels the tobacco pulse of the entire State. Growers say, and packers admit, that the tobacco which was mature when it went into the shed—and most of it was ripe—looks very well, and that the crop as far as quality is concerned will rank high among Wisconsin offerings. There is a lot of uneven tobacco—that is, crops with more short leaves than the market would have preferred to see, especially of the later stands, but the leaf is uniformly sound, the texture is fair and the color is good. As a dry weather crop it has the charge of unevenness against it, but leaf quality for it. The stemming concerns have plenty to pick from, and the feeling prevails in the market that this end of it must be looked to to set the pace when the buying movement again gets under way. In the unsold portion there is admittedly a great deal of good binder leaf, but not many crops are straight binder type. The growers are looking for fair prices, and the packers and manufacturers who need this type of tobacco may be depended upon to offer a price that makes it possible for the grower to play safe. Nobody is looking for a competitive buying campaign, like the stampede staged when the first buying was on.

In Wisconsin, as in Pennsylvania, there was no business doing prior to election, and it took a week to get back to anything like normal conditions.

In the South, late advices from Danville, Va., regarding sales for two weeks show an average of $30.61 and $29.65, the latter slight decrease due to a larger percentage of common tobaccos. Wilson, N. C., sold to November 1, about twenty million pounds of tobacco at an average of $24.07. Winston-Salem appears to have about the same average or $24.30.

At Richmond, Va., the market opened about November 26, and sold 86,890 pounds of sun-cured tobacco at an average of $8.72 per hundred, about one-third of the average price for the entire last season. The goods, however, were inferior, buyers were not ready to take them up, and later sales will show much higher figures. In pleasing contrast was the sale of 15,000 pounds of bright flue-cured, not of the best grade, at an average of $22.50. Several piles went over the fifty-dollar mark, and one went to $62.

Kinston, N. C., sold two million pounds at an average of $28.65 with the average to date, $22.50. Durham, N. C., has sold to November 1, of the 1920 crop, 3,547,526 pounds at an average of $25.14, which is considered by a local market man a high average considering the quality of the offerings.

The opening market at Burkeville, Va., sold several thousand pounds of bright tobacco at $50 a hundred, and competitive buying by some big houses raised some piles over $70.

Reidsville, N. C., reports averages of $40 and $45 for loads of fine tobacco, while lower grades are still dragging, and likely to continue to drag.

The growers are beginning to learn, that while the European war demand took everything in sight at high prices, trash, floor scrap, burnt and moldy, most of the same sort will now have to be used for fertilizer.

In Kentucky, the Lexington market will open on Wednesday, December 1, which is considered too early by some large firms, as the Carolina markets are late, other markets in the burley district will open soon

(Continued on Page 22)

Use Chloronol

The powerful deodorizer, disinfectant, germicide

CHLORONOL is ideal for spraying floors, cupboards, counters, bins, shelves, closets and all places where the iniquitous tobacco bugs, beetles or worms flourish.

The chief cleansing and germicidal agent of Chloronol is chlorine, not free—for free chlorine is dangerous—but held in a Chemical combination that is a ruthless enemy of germs and bacilli.

Iodine, Bichloride of Mercury, Carbolic Acid, Corrosive Sublimate—are all germicides, microbe killers—and good ones.

But they are also man-killers—and bad ones.

Use Chloronol Freely—It's Safe

Chloronol is many times as deadly to germs as any of these poisons—yet it is so harmless to human beings that you could drink it without danger. Of course Chloronol isn't a beverage, but should you mistake it for one it wouldn't do you any harm.

Briefly, Chloronol is a powerful, convenient and remarkable germicide invented and made for general use.

Try this sturdy, dependable disinfectant today—full directions in a booklet which is given with every bottle.

Chloronol is sold by leading druggists everywhere or can be obtained in 50c, 75c or $1.00 bottles and in gallon or five-gallon demijohns from

Yardley Chemical Corporation
169 Bloomfield Avenue, Bloomfield, N. J.

Do not use it on your TOBACCO

Letters from the Store Kid

by Frank Farrington

(All Rights Reserved)

20.

DEER JIM. I herd a drummer in the store today saying sumthing about Pinkvill and when I got a chanse I sed to him that I was from Pinkvill and he sed by golly I diddent look it. Now what did he meen by that Jimmie? I got to admit he meant Ime looking more up to dait than a Pinkvill feller mite look but you needent to get peevish about that becaws this drummer sed "Ile tell you what tho theres one live store over thare in Pinkvill and thats the drug store and theyv got a young chap about your size in there thats rite on his job every minnit." Thats you Jim. Say Ile bet youre a good one. Go to it old skout and show thoze Pinkvillains how a drug store ought to be run.

Probly it aint helpt you enneigh getting letters from me all the while about a live store, hay Jimmie? If you cant be in a live town its a pretty good thing you got a frend like me that is in one. Well I dont say much about it becaws I hait a feller thats conseeted.

That drummer is a good feller and he took me out to a ball gaim in the afternune and there was 1 man out in the last of the ninth and a man on second and it was Pike Citty to bat and the skore was 5 to 6 in faver of the visiting teem and we was pretty exsited or at leest I was and then the tail ender on the batting list cum up and he was afrade and heed step back with one foot every time, and the pitcher threw one rite at him and he thought it was going to bene him and he duckt and it out-curvd rite over the pan and that was the seckond strike and then he threw anuther and it a strate one and a hot one and it just cut the inside corner and the batter was afrade and he jumpt back and he was out. Gee, that left only one chans to ti the skore and the next batter up was Chuck Magee and the drummer says "He wont skare that guy" and he was rite becaws Chuck Magee aint afrade of noboddy. The drummer says Ile bet he hits it and Chuck stood rite up to the plate and when the first one was close inside he just moved back an inch so it misst him and it was a ball and then the next one was a out curve and it was anuther ball and the next one was anuther out curve and it cum rite over the pan and zowie! Chuck hit her clear to the fence and maid a home run and that maid it our gaim. The drummer took me to get sum ice cream and he sed "Bill did you see the differens in thoze last 2 batters? One was afrade and he fanned and the other had a lot of nerv and a under jaw like your frend Jimmie over there in Pinkvill and he hit er out. Thats the way it goze. If you just set your jaw hard and say youre going to do it you do it and if youre skared you dont."

So Jimmie I gess youre going to get sumwhere all rite and Ive bin looking in the looking glas and I aint got much under jaw but I can shut it awful hard and enneighway Ime going to get there whether I hav enneigh jaw or not and Ile say I aint skared enneighhow. Ime that way.

I was saying Ide get even with Persy sum day but I dident think it wood be so sune. Ime even with him all rite but I diddent do enneighthing to him at that. He did it himself.

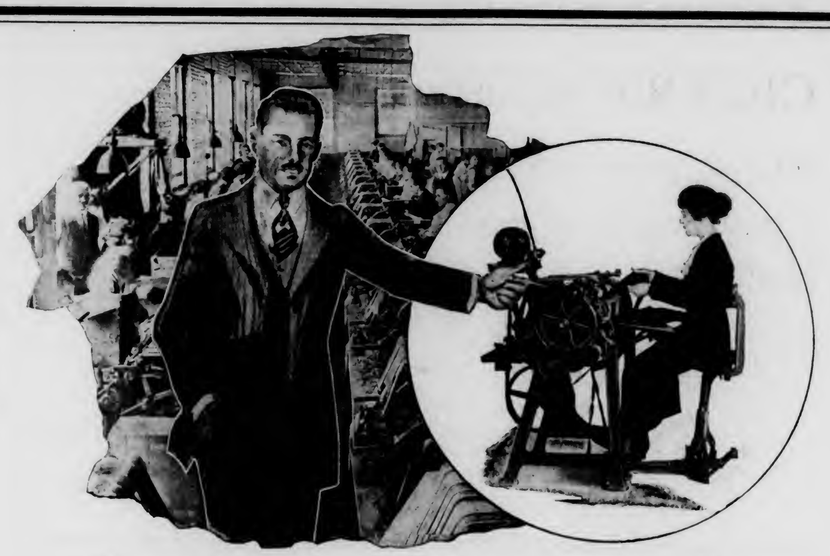
A funny looking old geezer cum in yesterdie afternune and Spike offerd to wate on him but he diddent want enneighthing he sed and so we let him alone. He had long hayseed looking whiskers and youd of thought he was a bolsheveekie or sumthing and he just seemd to be looking around to see what a reel up to dait cigar store was like.

Then Persy cum in and saw him and began to laff. Persy had one of those fresh streeks of his and he says to me, "Whose the rube?" and he diddent say it enneigh too quiet eether. I diddent say enneighthing and Persy walkt out to where the feller stud and he sed "Hav you bin wated on mister?" The man sed "Huh?" and Persy askt him agen and then the old feller put up his hand to one eer and sed "Hay?" and Persy just yelld the saim question agen. But it seemd lik the feller coodent heer yet and he just sed "Ime awful hard heering so youll haf to excuse me" and Persy sed "Youre an old bolsheveeky and you can go to thunder," only he diddent say thunder Jimmie. And the old chap just lookt at Persy kind of funny and walkt out.

Persy was mad and he diddent care if there was other customers there, he sed "Theyd ought to kepe old fossels like that in the old mens home and not let em run around loos."

Bob thought heed hav a littel fun and he sed to Persy "Shush. Diddent you know that Spikes father." Percy lookt skared for a minnit and then he saw that Spike was grinning and he sed "O can the commidy. You fellers giv me a pane." And I sed "Mebby he wassent Spikes father but he wassent def eether til you cum in. He herd the rest all rite when they talkt to him."

(Continued on Page 18)



"They Satisfy"

(Acknowledgements to Liggett & Meyers Tobacco Co.)

"THEY Satisfy," sums up concretely with the opinion of the 1500 cigar manufacturers who use Model M Universal Tobacco Stripping and Booking Machines.

The Model M Universal satisfies the cigar manufacturer because it puts his stripping department on an *efficiency* basis. It cuts out the "Stripping" waste of tobacco, increases production and saves space. One machine does the work of from two to three hand strippers and does it *better*.

The Model M Universal satisfies the cigar maker because it increases his daily output and consequently swells his pay-envelope. The Model M imparts its own example of quiet speed and careful, wasteless work throughout the factory, thus adding to the employee's value as well as to their satisfaction.

[You owe it to yourself to investigate the Model M Universal and study its adaptability to your proposition. Our catalogue explains Model M Universal in detail—our price-list tells how much it costs. Write today.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Zorilla 9*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

CIGARS THAT LIVE AND GROW

YEAR after YEAR
are an asset to your
business

LA PREFERENCIA

men who smoke
can and do depend upon
their **QUALITY**

HAVE YOU STOCKED THE NEW PACKING? "TWO-OF-A-KIND" IN FOIL BUNDLE

WHAT A GADGET IS

The British gadget, or pipe paper, quite the rage in the little isle of pipe smokers, has made its appearance in this country. Not in a vulgar, commercial way, however, for efforts to purchase a package of gadgets here have been unsuccessful. Those that have come through in the handbags of travelers returning from England are making many friends.

The gadget is a piece of tissue paper large enough to hold a good pipeful of tobacco without letting any spill off its edges. It is circular in shape, with scalloped or toothed edge, and in the center is a hole slightly larger than a pinhole.

When the tobacco has been poured onto the flat paper the smoker sneaks up on it suddenly and, seizing it, forces the center into the palm of his hand, at the same time gathering in the edges so as to form a bag of paper which encloses the tobacco. To accomplish this without spilling any is an art few Americans have yet achieved.

The edges are twisted tightly, so that the whole resembles a small paper "torpedo" so popular among the younger set on the early morning of the Fourth of July. Without a warning the bag is inverted so that the twisted tail sets into the bowl of the pipe, the pinhole is on top and the whole lies on the pipe as the gas bag on a balloon in the air seems to set right on the basket. A match is applied to the hole and the smoke has begun.

The paper burns evenly with the tobacco. A clean, dry smoke that bites not at all results, and when all the tobacco has been burned the process of cleaning the pipe is simple.—"New York Sun."

COST OF TOBACCO IN 1586

When tobacco was first introduced into England —which, by the way, was probably in 1586, by Ralph Lane, the first Governor of Virginia, and Sir Francis Drake—it was decidedly costly. Three years after its introduction, according to Mr. Macartney, in the "Connoisseur," it was sold at 75 cents an ounce, and in those days a dollar had about six times the purchasing power the same amount now possesses. $1.25 was paid in 1626 for one-half pound. The early English pipes were, accordingly, small, holding hardly more than the quaint little pipes which the Japanese still use today. In fact, the first pipes smoked by poorer folk were manufactured out of walnut shells, though this primitive material was soon displaced by clay. The "quality" had some silver pipes, for Sir Walter Raleigh, who, according to the old authority, "took a pipe of tobacco a little before he went to the scaffolde," had created a considerable scandal some years before by smoking out of a silver pipe when he went to watch the execution of his friend, the Earl of Essex. There is a pipe in the Wallace Collection which is said to have belonged to Sir Walter Raleigh, and though this is somewhat improbable, it shows, at any rate, the size of the early English pipes.—Ex.

THE GREATER NEED

Some day the Gideons, who see to it that there's a Bible in each hotel guest room, are going to fix it so that the man who makes the hotel rates has one too.—"Detroit Times."

A good habit is easily acquired—make a **First Roman Cigar** A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

WEAKLEY & WORMAN CO., Dayton, Ohio
Distributors for OHIO

BALTIMORE CIGAR & CANDY COMPANY
Baltimore, Md.
Distributors for MARYLAND

H. KAMINSKY CIGAR CO., Los Angeles, Cal.
Distributors for Los Angeles, CAL.

HOFFMAN CIGAR CO., Norfolk, Va.
Distributors for Norfolk, VA.

Rockfall Cigar Co., Mfr., 624 E. 13th St., New York City
The W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

"Wherever Gentlemen Are"

EL ROI-TAN

Sold Everywhere
Good Anywhere

PERFECT CIGARS

"This is the Life Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate
FRAGRANT DELICIOUS
Life
CIGARETTES

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

LETTERS FROM THE STORE KID

(Continued from Page 14)

Persy diddent kno what to maik out of that and he shut up and walkt off. Then we forgot about it until this morning. When the boss cum in he told Persy to step into the offis.

I coodent help being rite neer the keehole and heering what they sed becaws the boss spoke loud enuf. He sed to Persy, "Youre thru working heer. Ive put up with all the idiotic mistaiks and the ruf stuf from you that I can stand. Heers 2 wekes pay in advance. Be on your way."

Then Persy wanted to kno what heed dun. The boss sed "Youv dun pretty neer everything Ive told you not to do and you havent dun a good stroke for the bizness since you caim. The latest and the thing that maiks me say youv got to go is the way you treated that customer yesterdie you thought was def. He was an acter I hired to try you out. Heez bin in heer in one rig or anuther a good menny times seeing how things go when I aint heer and everything is alwys all rite with everyboddy but you. You alwys got a bad report and now youre thru and we wont discus it. Ile talk to your mother about it later."

Persy diddent say enneigh more but he cum out muttering sumthing about detective stuf and he went and never even sed good bye to enneigh of us. And I hope he never cums back. Wel, he never did treat customers rite or enneighboddy else. I aint got a good word to say for him. He got just what was cumming to him becaws he woodent even try to be a good clerk. Buleve me Jimmie if a feller dont want enneigh frends he can get that way all rite by just acting the way that Persys bin acting ever since Ive bin riting you about him. Now I spoze weel hav to get a new clerk. I gess Ile ask the boss if he thinks youd do. Then Ide be a sailsmun and youd start in with my old job, hay Jim?

Ile let you kno what the boss says. Mebby heel say for you to cum and see him. Hope so becaws Ide like to see you enneighhow.

Yours til we mete,

BILL.

WILLIAM EGGERT DEAD

William Eggert, Sr., died in Brooklyn, N. Y., on November 2d. Mr. Eggert was born in Essen, Hanover, Germany, September 10, 1833. After serving his apprenticeship he came to New York in 1852 and entered a cigar manufactory. Later he went to Cincinnati, where he obtained employment in the factory of William Miller and shortly became foreman of the factory. Soon afterward he started a factory of his own and in 1861 had established a safe and growing business. Having acquired a moderate fortune he quit manufacturing cigars and entered the leaf business in Cincinnati, later taking as a partner James H. Dills, of Pigna, Ohio. The firm was known as Eggert, Dills & Co. The firm removed to New York City, with offices on Water Street, and established a large business, retaining the Cincinnati branch.

The Homespun Cigar Company, New Haven, Conn., has filed a voluntary petition in bankruptcy in the United States Court. Liabilities are stated at $24,638.17 and assets $1909. About $6000 are secured liabilities.

Cedar Cigar Box Lumber

The All-Cedar box is the best package for fine cigars. That fact is beyond dispute.

The manufacturer of fine cigars does not economize on the quality of his tobacco. He should not economize on the quality of his package.

Cedar lumber is not as high relatively as cedar substitutes. The advantages of Emery Cedar are many---uniform grades, good manufacture, dependable stock in every way, good service.

Ask any cigar box manufacturer or lumber man if the above are not clean-cut facts.

The George D. Emery Co. are specialists in importing fine Spanish cedar logs and manufacturing solid cedar cigar box lumber and veneer.

GEO. D. EMERY COMPANY
220 Eleventh Avenue New York City

LIPSCHUTZ'S
44
CIGARS
"44" Cigar Co., Inc. Philadelphia

La Flor de Portuondo
Established 1869
GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS
The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

(Continued from Page 8)

IT is interesting to note the statements of a writer in "The Tobacco Leaf" who signs himself "Spectator," and who may or who may not be closely connected with that publication.

We are particularly interested in "Spectator's" comments on American lithographers and his concluding pledge to the effect, "But I am bound to say that the time for manufacturers to decline German lithographic products merely because they are German, is passed and hereafter, I for one propose to favor labels and bands which are the best quality and can be bought on the best terms, regardless of their country of origin."

This is preceded by a detailed statement of the character of work which some lithographers are supposed to have been sending out lately with considerable emphasis on the prices charged.

In this same issue the editor of that publication prints photographs of two cigars which he states came out of Key West. One cigar has a hairpin in it and the other a piece of cord. We would not hold the manufacturer up to ridicule on this account, nor does the "Leaf." But we fail to see why this is grounds for buying cigars in England or France or Germany.

There are some pretty rotten cigars being put on the market even today, at top-notch prices—and there may be some inferior lithographic work. But we are willing to wager that regardless of the poor workmanship on the cigar, the manufacturer has paid the top price for all his labor to make it—and his raw materials as well.

We believe that the lithographer should receive the same benefit from a similar situation.

As regards prices, the proper move for "Spectator" is to prove that rents, heat and light, labor and raw materials have been especially reduced for the lithographers. This would immediately prove his case. There would be no room for argument.

The fact that a product may be of poor workmanship does not necessarily prove that it was produced below the current cost of production. We venture the opinion that American lithography is being produced today at its highest cost.

It might not be out of place to point out that as regards deliveries cigar manufacturers can blame themselves to some extent.

When strikes were going on, and threatened, in 1919, neither the lithographers nor the cigar box manufacturers could pry an order loose with a crowbar.

The result—sub-normal production with an attendant loss of skilled labor. Two or three months later a mad rush for lithography and cigar boxes, and in many cases orders far and beyond normal. The only thing possible was to take care of the trade by rationing, which was done. And this condition continued and even now lithographers are not caught up.

We are passing through an identical situation and just as we feel fairly sure that business is not going to hell, so do we feel that the cigar manufacturers in a few weeks will be clamoring for supplies which they have stopped buying, and blaming the allied industries because they can't get them overnight.

So much for the criticism of American lithographers.

As regards the purchase of German lithography, that is surely a question for the manufacturer to decide for himself.

As regards quality, America has been able to give the rest of the world cards and spades in most lines, and it is to be regretted if she falls down on this point.

During the war it proved almost fatal to certain manufacturers to have their source of supplies so far away from home. If we remember correctly, we believe there are several manufacturers whose original packages were preserved only by the co-operation of American lithographers.

Buying goods from American houses because you have to is not evidence of conferring any great favor.

Now that "Spectator" has declared the war over, we hope Congress will do likewise.

The brunt of the cost of this war is at the present time being paid by the businesses of the United States—and the cigar industry. And since it proved pretty handy to have a source of supply near home during the war it strikes us as a fairly American idea to support and maintain that source of supply.

European papers have continually cartooned the American with the $ mark. We note with regret that "Spectater's" comments tend to emphasize this opinion.

As conducted today, business is a cold-blooded proposition, but we question the advantage in strengthening foreign competition at the expense of our own industries, and particularly in defending it.

But those whose forbears sleep at Princeton and Monmouth know that at least sentiment for this country and its institutions is not dead.

Washington Notes

(Continued from Page 10)

At the time of the report (October 1), buyers were paying six and one-half cents per pound at Santiago, which made a price of about eight cents per pound f. o. b. Puerta Plata. The only large order received thus far this year is one for ten million pounds for French account. As this order did not move the bulk of the crop and there were no competitive buyers, prices were affected very little. The majority of farmers are holding their tobacco for better prices, wherever possible.

***

Advices received in Washington from south Germany indicate that there will be a good yield of tobacco in that region this year, running perhaps a third more than that of 1919. It is estimated that in the vicinity of Heddersheim the tobacco yield will amount 1,500,000 pounds.

This crop prospect is of great importance to Germany's tobacco manufacturers, who are now cut off, because of unfavorable exchange rates, from their former sources of supply in the Near East.

It is stated that there is no longer any demand for cherry leaves and other substitutes for tobacco, which were used to "stretch" cigars and cigarettes during and after the war.

C. L. L.

They Come in Droves to the WDC Shop

Simply let the pipe smokers in your town know that your shop is WDC Headquarters, and they'll trample on each other's heels to get through the door.

Pipe smokers are beginning to discriminate. They have learned from experience and observation that the answer to "What's the best smoke of all?" is "It's a WDC."

Keep your WDC lines—tubes as well as pipes—where they can be seen. The men who want the finest in the land will naturally gravitate your way.

And keep your line complete. Before your cases get that empty look send your jobber a refill order. Then you'll be ready for the crowd when it comes tumbling in.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

"It's a WDC"

Chesterfield
THE WELLBORE PIPE
GENUINE FRENCH BRIAR
WELL
B&B
THE OLDEST PIPE HOUSE IN AMERICA
If you want the pipe which is known for dependability and economy—stock up with
Chesterfield
THE PP WITH THE WELL —MADE WELL—AND AT A PRICE TO SELL WITH PROFIT TO YOU.
KAUFMANN BROS. & BONDY
33 EAST 17th ST. NEW YORK

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(*Continued from Page 12*)

after Lexington. The general drift of opinion is that prices will be much lower than last season, except for high-grade leaf. Little hope is expressed that there will be any improvement in prices of common leaf.

Buyers have been inspecting leaf that has been sufficiently cured, but no sales of the new crop are reported. Paducah reports that a large percentage of the crop will be light bodied and brown, and that the average size of the leaf seems to be larger than last year. Paris will open on December 2, and is ready for a record sale with six warehouses and a new redryer. "The Lexington Herald" says that tobacco growers throughout Central Kentucky are as a general rule very optimistic at this time. The 1920 crop has cured up in excellent fashion, much to the satisfaction of the growers, and the recent rains have served to bring the leaf in case ready for stripping. Many growers have already begun stripping and bulking down the crop, and others are expected to take up this work in a very short time.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red Burley—Trash, $4 to $7; lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22; leaf, common, short, $9 and $12; common, $13 and $15; medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919 Bright Red Burley—Trash, $6 to $10; lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25; leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

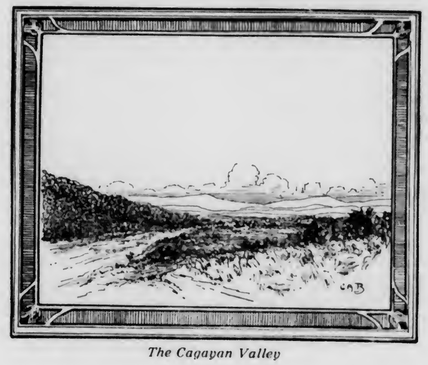
1919 Colony—Trash, $7 to $12; lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and se-

Dark—Trash, $5 to $7; lugs, common, $6 and $7; medium, $8 and $9; good, $9 and $11; leaf, common, short, $8 and $10; common, $10 and $13; medium, $14 and $16; good, $18 and $20; fine and selections, $22 and $25.

In the Connecticut Valley many growers have their crops in the bundle, and the warehouses are all running full time or overtime, assorting. The tobacco is reported by warehousemen to high grade and free from damage.

A new York house is reported to have paid 90 cents for assorted crops in South Windsor, but most of the buyers shy at the prices asked by growers, which are from 90 cents and up. One lot of extra choice broadleaf is reported sold at $1.05.

The Wilentz Tobacco Company, of Perth Amboy, N. J., is completing an extension to its plant of 18,000 square feet, for stripping, drying and booking tobacco, grinding and preparing scrap fillers. The firm has been in business for several years.



The Cagayan Valley

Those sweet mild cigars the average smoker wants are MANILAS of the better kind.

Sun-ripened tobacco with a natural MILDNESS rolled by skilled hands into cigars may now be had in quantities in a wide variety of shapes and sizes.

EASY TO LOOK AT—EASY TO SMOKE
EASY TO SELL

"Mr. Cigar Dealer! Meet Manilas of the better kind!"

Illustyated booklet on application to
Manila Ad Agency (C. A. Bond, Mgr.), 172 Front Street, New York
'Phone John 1428

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

JULIUS KLORFEIN GUARANTEES PRICES

Julius Klorfein, of New York, has issued the following notice to distributors of his goods, in which he says:

"There appears to be a tendency for buyers (both jobbers and retailers) to hold off buying in anticipation of a decline in prices, in consequence of which merchants are not providing themselves with sufficient goods to cover actual needs.

"Realizing that it is mutually beneficial that our distributors have at all times a normal supply of Garcia Grande Cigars on hand, and in order to set at rest any uneasiness which may exist with our distributors as to a decline in prices of Garcia Grande Cigars, we will, in the event of any decline in prices of our cigars, protect our distributors against any such decline on their stock of Garcia Grande cigars. Such protection, however, to only cover their purchases from us for a period of sixty days prior to an announcement readjusting prices.

TOBACCO IN THE DOMINICAN REPUBLIC

Although some improvements have taken place in the tobacco situation in the Dominican Republic, even now the situation is far below normal. A fine crop was grown during the past season, and if normal conditions had prevailed anywhere from 60,000,000 to 70,000,000 pounds would have been cured and marketed; however, as there was no demand for tobacco during the curing season and as farmers had no large facilities for storage, large quantities of ripe tobacco were allowed to go to waste. It is estimated, therefore, that less than 50,000,000 pounds were saved.

At present buyers are paying $0.065 per pound at Santiago, which makes the price around $0.08 per pound f. o. b. Puerta Plata. The only large order received thus far this year is one for 10,000,000 pounds for French account. As this order does not move the bulk of the crop, and as there are no competitive buyers, prices were affected very little and farmers are selling at present prices only when absolutely necessary.

COMMERCIAL INTELLIGENCE SERVICE

The Commercial Intelligence service to assist the American exporter is being organized by the Bureau of Foreign and Domestic Commerce, Washington, D. C. The service is working out a complete index of foreign and domestic firms, giving the firm names, the nature of their business, its size and commercial rating. The index will be constantly kept with changes occurring in firms in order to have live lists. This service, which is maintained without cost to the firms listed, will be of great assistance both to the domestic and foreign exporter.

The Freemont Tobacco Company has been organized at Freemont, N. C., with an authorized capital of $50,000.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Notes and Comment

The Consolidated Leaf Tobacco Company, of Chicago, has increased its capital stock from $25,000 to $200,000.

The Burley Tobacco Growers' Association is growing very rapidly and expects to enroll 30,000 farmers by January 1, according to Chairman Newman.

The West India Cigar Company has been incorporated at Greensboro, N. C., by Carlos C. Velle, G. H. Mitchell and C. Martinez, with a capital stock of $100,000.

The Milwaukee cigarmakers who struck early in the season have not been successful. A steady influx of hands from the outside has made it possible for the manufacturers to return to almost normal production.

The Richmond, Va., "Times Dispatch" states that the Virginia-North Carolina Tobacco Growers' Association will be organized at once, to correct, if possible, the prevailing low prices obtained for their tobacco.

A petition in bankruptcy has been filed in the United States Court by R. K. Schrader & Sons, of West Grand Street, Lancaster, Pa. The liabilities of the firm are set forth as $67,617.37 and the assets $5,174.73.

Matches to the value of $85,545 were imported into the United States during August, according to figures just made public by the Department of Commerce. During the same month the exports of domestic made matches were valued at $44,056.

The Golden State Tobacco Company contemplates the establishment of a large cigarette factory at Stockton, Cal. It will use cigarette tobacco grown in the State of which there is already a considerable production.

The Peter Hauptman Tobacco Company, of St. Louis, has been reorganized, following the recent deaths of the president and vice-president, with Arthur E. Harms, president; Emil Harms, vice-president; Edwin Harms, secretary, and C. A. Just, treasurer.

London "Tobacco" says that the Cuban leaf cigar dealers are incensed at the imposition of an almost impossible import duty on foreign cigars, by the British Chancellor of the Exchequer, and advocate a maximum tax on all British products. It is hard to see any injustice in that.

According to a Copenhagen journal, the Committee of the Governments appointed to consider the establishment of a tobacco monopoly, after considering the working of tobacco monopolies in other countries, has made an adverse report. The Swiss commission of experts has also made an adverse report on a like proposition.

The American consul at Liverpool has cabled, October 29, 1920, that the consulate has been notified by the Mersey Docks and Harboar Board that Liverpool importers are authorized to import 8000 casks of tobacco for storage during the month of December, and the importers have been notified regarding the quantities allotted them.

Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for Yourself—!"

Special attention is called to Murad 20s in Tin Boxes

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

ROSA-DANGELO:—41,908. For cigars, cigarettes and tobacco. October 29, 1920. T. Salvo Cigar Factory, Michigan City, Ind.

LITTLE CHAUNCEY:—41,910. For cigars, cigarettes and tobacco. August 28, 1920. W. Mulford & Son, Unadilla, N. Y.

SILVER GATE:—41,911. For cigars. November 3, 1920. J. A. Westland, San Diego, Cal. (Claims use since January 1, 1913.)

TRANSFERS.

CALUMET CABINET:—31,086 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 4, 1915, by P. J. Ruisey Co., Chicago, Ill. Transferred to Calumet Cabinet Cigar Co., Chicago, Ill., October 29, 1920.

MAGNET:—7,430 (Patent Office). For cigarettes, smoking and chewing tobacco. Registered June 24, 1879, by Jos. W. Martin, Rahway, N. J. Claimed to have been acquired in 1893, by Martin Bros., New York City, successors.

DON CALVO—36,330 (World Bureau). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1911, by American Litho. Co., New York City. By various transfers acquired by Determann & Co., Inc., New York City, and re-transferred to E. Viegelmann & Co., Inc., Manila, P. I., October 27, 1920.

KING OSCAR:—14,539 (Tobacco Leaf). For cigars. Registered July 12, 1892, by Witsch & Schmitt, New York City. Transferred by American Litho. Co., New York City, successors to Witsch & Schmitt to John C. Herman & Co., Harrisburg, Pa., October 22, 1920.

GOVERNMENT ESTIMATES OF TOBACCO CROP

The Bureau of Crop Estimates of the United States Department of Agriculture in its November report for Pennsylvania, says of tobacco that the yield of this year's crop was estimated at 1510 pounds per acre and the total production 57,531,000 pounds, as compared with 54,500,000 pounds last year, and 55,704,000 pounds, the average production for the past ten years. The quality of this year's crop was 98 per cent. of a normal compared with 89 per cent. last year, and 92 per cent., the average quality for the past ten years. The New England crop is estimated at 53,000,000 pounds as compared with 44,000,000 pounds last year; New York, 3,000,000 pounds as compared with 3,000,000 pounds last year; Ohio, 73,000,000 pounds as compared with 77,000,000 pounds last year; Wisconsin, 63,000,000 pounds as compared with 61,000,000 pounds last year.

The Walters Cigar Company, of Reamstown, Pa., has been incorporated with capital of $25,000, by Dr. H. M. Walters, Samuel Phillips, George Eves and Augustus Kostenbader, all of Reading, and F. Walters, of Reamstown.

A general view of the outlook shows that very few manufacturers are putting out Christmas packages of cigars or cigarettes. This will quiet the apprehensions of smokers who have been accustomed to receive Christmas cigars, and who will now have a chance to receive standard brands.

The Industry's Production

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1920. (Figures for September, 1920, are subject to revision until published in the annual report.)

Products		*September 1919*	*September 1920*
Cigars (large):			
Class A,	No.	194,935,703	145,712,535
Class B,	No.	201,317,173	206,225,327
Class C,	No.	132,588,411	307,327,247
Class D,	No.	1,009,729	13,058,542
Class E,	No.	3,376,377	6,316,465
Total,		533,227,393	678,640,116
Cigars (small),	No.	54,953,647	50,175,580
Cigarettes (large),	No.	3,255,403	4,273,404
Cigarettes (small),	No.	3,918,403,687	3,557,482,503
Snuff, manufactured,	Lbs.	3,069,525	3,155,668
Tobacco, manufactured,	Lbs.	35,568,246	32,094,569
Playing cards,	Packs	2,061,856	3,346,928

PORTO RICO FOR AUGUST.

Products		*August 1919*	*August 1920*
Cigars (large):			
Class A,	No.	5,837,200	1,386,900
Class B,	No.	3,331,990	75,400
Class C,	No.	4,602,540	4,226,680
Class D,	No.	42,500	507,500
Total,		13,814,230	6,196,480
Cigars (small),	No.	1,000,000	.....
Cigarettes (small),	No.	200,950	.....

PHILIPPINE ISLANDS FOR AUGUST.

Tax-paid products from the Philippine Islands for the month of August.

Products		*August 1919*	*August 1920*
Cigars (large):			
Class A,	No.	13,595,655	18,209,650
Class B,	No.	1,735,520	12,709,695
Class C,	No.	431,597	5,295,917
Class D,	No.	50	55,725
Class E,	No.	50	30
Total,		15,762,872	36,271,017
Cigarettes (large),	No.	.....	1,000
Cigarettes (small),	No.	71,500	173,120
Tobacco (manufactured),	Lbs.	32	.....

NO REDUCTION IN PAPER PRICES

The opening session of the American Paper and Pulp Association convention was held on November 10th at Chicago. President C. W. Sisson, of Potsdam, delivered an address, the salient point of which was "Avoid waste and conserve scraps." He said, in part, that prices of paper are not likely to recede for some time. That the industry is in better financial condition than many other, but the lack of a surplus stock would make price reductions impossible. Also that America will have to depend on its own resources for paper, as Canada and Argentina have very little surplus.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

FOR SALE

Editions of copyrighted and registered designs of high grade Cigar Labels, some with bands to match. Editions run from 2000 sets and upwards. Write for samples and particulars.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 23

The TOBACCO WORLD

DECEMBER 1, 1920

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

XMAS SALES

WITH this month we enter the period when wise merchants check up their stocks to see if they have sufficient to carry them over the Xmas season. You cannot afford to be caught "short" at this time, for today, more than in any previous year in history, tobacco and cigarettes are considered the ideal Xmas gifts for men. Your stocks should be complete and your display so effective that the buyers of Xmas presents may be able to satisfy their tastes in your store.

WE place all our services at your disposal for this end. Write to us for our plan of cooperation and we shall cheerfully furnish you with suggestions out of our long experience in serving the public.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

John Ruskin ✦ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHAS. J. EISENLOHR, Philadelphia, Pa.	Ex-President
EDWARD WISE, New York	Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio	Vice-President
CAPT. GEO. W. HILL, New York	Vice-President
GEORGE H. HUMMEL, New York	Vice-President
JULIUS LICHTENSTEIN, New York	Vice-President
H. H. SHELTON, Winston-Salem, N. C.	Vice-President
WM. T. REED, Richmond, Va.	Vice-President
WM. BEST, Jr., New York	Vice-President
ASA LEMLEIN, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. E. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa.	President
GEORGE M. BERGER, Cincinnati, O.	Vice-President
JEROME WALLER, New York City	Treasurer
MILTON H. RANCK, Lancaster, Pa.	Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCK, Wheeling, W. Va.	President
WOOD F. AXTON, Louisville, Ky.	Vice-President
RAWLINS D. BEST, Covington, Ky.	Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER	President
WM. M. SAM	1st Vice-President
ALBERT FREEMAN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City	Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

PRINTING—1000 "Neargrave" printed Billheads, Statements, Cards, $3.50; Noteheads, $4.50; Letterheads, Envelopes, $5.50 cash, postpaid. Solliday's, Knox, Indiana.

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

FOR SALE—Wisconsin Binders and B's at reasonable prices. Will sell in lots from one case up. Herman Anderson, Janesville, Wis., R. F. D. 1.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co, 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 December 1, 1920 No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Another Boost In Freight Rates
Means
Dollars and Cents To Every Shipper

Corrugated Fibre Shipping Cases

SAVE
in weight (lighter than wood)
in space (packed in flat bundles)
in time (can be sealed and taped quicker)
in help (fewer men needed in shipping room)

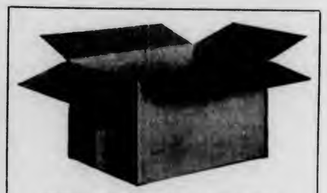
Guaranteed to meet all Express, Parcel Post and Freight Requirements

We manufacture corrugated fibre shipping cases to meet every requirement. Write us stating your needs, and mention THE TOBACCO WORLD, and we will gladly send samples.

Do not let old prejudices prevent you from investigating the modern way of shipping—by using corrugated fibre cases.

They save money for every cigar manufacturer and jobber. Investigate and be convinced.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

NOTE:—The American Railway Express Company refuses paper-wrapped shipments weighing over twenty-five pounds, but their rules prescribe certain specifications for the use of corrugated fibre boxes. The boxes we furnish are guaranteed to meet these rules, as well as all requirements for freight and parcel post.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

For Gentlemen of Good Taste
San Felice
8c
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

A good habit is easily acquired—make a **First Roman Cigar** A regular habit

Full Havana Filled and Sumatra Wrapper

Retailing from 10 Cents up

WEAKLEY & WORMAN CO.,
Dayton, Ohio
Distributors for OHIO

BALTIMORE CIGAR & CANDY COMPANY
Baltimore, Md.
Distributors for MARYLAND

H. KAMINSKY CIGAR CO.,
Los Angeles, Cal.
Distributors for Los Angeles, CAL.

HOFFMAN CIGAR CO.,
Norfolk, Va.
Distributors for Norfolk, VA.

Rockfall Cigar Co., Mfr., 123 Maiden Lane, New York City
The W. G. PATTERSON CIGAR CO., Birmingham, Ala., Distributors for the South

Volume 40

THE TOBACCO WORLD

Established 1881

Number 23

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1920 Foreign $3.50

EDITORIAL COMMENT

THE strike against the Cigar Manufacturers' Association of Tampa is entering its ninth month. No section of these United States has experienced strikes of the character of those in Tampa, and no section has suffered so repeatedly and so disastrously to all concerned.

Today these manufacturers who comprise the cream of the factories in Tampa producing high-grade goods are standing with their backs to the wall. Most of these manufacturers are producing brands with a generation of prestige and good-will behind them. Those good names cannot die and will not die by a sudden blast such as has been precipitated by the various Spanish workers. But they are suffering from a lack of sympathy and at least moral support from the cigar manufacturers of other sections, and the allied industries in the tobacco field.

History does not record many permanent successes built on the misfortunes of others, nor will it in this case, for with the aid of the United States citizens who demand the right of employment in their own country, this strike is slowly but none the less surely being lost by the striking workmen who number in their ranks thousands of unnaturalized citizens.

It is difficult to contemplate an industry of the extent and wealth of the cigar and tobacco industry standing idly by and watching a mere handful of manufacturers wage a fight for the "open shop" in the greatest cigar manufacturing center in the United States, without a hand or voice being lifted to aid or encourage them.

Tampa has truly said that its fight is the fight of the entire industry. Its troubles have been caused more by agitators from without than from within. Let the fight for the "open shop" be lost in Tampa and it needs no prophet to predict the next move of these agitators. Flushed with success they will move to other centers where their activities will cause great loss to both workmen and manufacturers.

Some who read these lines may recall a solemn hour when manufacturers gathered in conclave in a northern city to discuss as how best an equally dangerous situation might be met. How many there were in that gathering that were astounded by an offer that came like a bolt from the blue we do not know. But we do know that the succor offered was a Godsend and it doubtless proved the greatest step forward in cooperative work among cigar manufacturers in the industry's history.

Tampa is still fighting, and Tampa will win. This struggle has the backing of every business interest in Tampa, but the manufacturers have not had poured into their coffers the hundreds of thousands of dollars that are said to have been poured into the strikers' treasury to finance them.

Jobbers and dealers may well remember the names of the factories that have been printed in the business papers of the tobacco trade, listing the members of this association. Sooner or later these factories will again be producing to their capacity and their brands will again be offered to a considerate public.

Meanwhile there have sprung up in Tampa scores of so-called "buckeye" cigar factories who, taking advantage of the high repute of Tampa's standard brands, are able to find a ready market for their goods.

This is the time to remember that the cigar manufacturers who made Tampa's cigars famous are jealous of the rights guaranteed to the American people—the right to work wherever they can find employment.

The Cigar Manufacturers' Association of Tampa stands for the "open shop" and for the right to employ American workmen in their various departments.

If the cigar manufacturers of this country, and the allied industries, can turn their backs on an association founded on such principles and at this hour struggling for success, then we have misjudged the temper of the business men who comprise this industry.

The success of the Cigar Manufacturers' Association of Tampa also means to the jobber and dealer a continuous flow of those famous brands which in the past few years have come and gone like the tide, a condition due entirely to the fact that they hesitated to take the great forward step which is now in the process of accomplishment.

Tampa's struggle for the establishment and maintenance of the open shop is truly the struggle of the industry and its allied branches.

VAL IS NOW A GRANDADDY

When Val M. Antuono, the well-known Tampa cigar manufacturer, sat down to his Thanksgiving dinner he had among other things to be thankful for, a brand new grandson, a 10-pounder, born that morning to Mr. and Mrs. Fred Antuono.

Of course this first grandchild is Val M. Antuono, 2d.

WISCONSIN CROP STATISTICS

According to the Wisconsin co-operative crop reporting service estimate of the amount of tobacco shedded in the State in 1920, the total weight of the crop is put at 800,000 pounds more November 1st than was the estimated weight a month ago. Production is now placed at 63,210,000 pounds, as compared with 61,069,000 a year ago, and a five year average of 51,468,000 pounds. The average yield per acre is also estimated higher for 1920 than for 1919. The average this year is put at 1290 pounds, while it was 1270 pounds per acre last year, and the ten year average was 1172 pounds.

KARL STRAUS DEAD

Karl Straus, head of the firm of K. Straus & Co., 300-307 North Third Street, Philadelphia, died at his home in Germantown, on November 21st. He was a prominent tobacco leaf dealer highly respected, and very popular.

Mr. Straus was born in Prussia in 1845, and came to America in 1867. For about twenty years he was a commercial traveler, mainly in the Southern States, and in 1888 became a partner in the firm of Eckerson & Straus. The firm was subsequently changed to K. Straus & Company. In 1902 he took his nephew, Adolph Loeb, into partnership. It is stated that Mr. Loeb will continue the business.

Mr. Straus was a business man of marked ability with an expert knowledge of tobacco. He was a member of the Mercantile Club; Humboldt Lodge, F. and A. M.; Keneseth Israel Congregation, and a liberal contributor to Jewish and other philanthropic agencies.

The Monument Cigar Company has been incorporated for $15,000, at Racine, Wis., and will open a cigar and tobacco store at 510 Monument Square.

According to the State Department of Agriculture of Pennsylvania the tobacco crop of the State was divided as follows, geographically: Lancaster County, 47,825,400; York, 5,222,900; Lebanon, 1,271,200; Chester, 1,054,080; Juniata, 774,900.

Louis Eisenlohr, of Otto Eisenlohr & Brothers, and Jacob Langsdorf, of Roig & Langsdorf, have been elected directors of the Better Business Bureau of Philadelphia, an organization to assure integrity in advertising.

A writer in an exchange says that "stogies and pipes will remain when beer steins are a curiosity." Beer steins are in use now in a million households, and are likely to come back with 3.75 plus, after the 4th of next March.

MORE HELP FOR TAMPA

Tampa, Fla.

Joining Tampa's struggle to put the cigar industry here back where it belongs, the Peninsular and Occidental Steamship Company has announced a special rate of $12.50 for the trip from Havana to Tampa, hoping that hundreds of cigar-workers who went to the Cuban capital when the strike was called here and who are close to stranded, will be able to get back to their jobs here.

Additions to the forces of local factories are announced daily and several shops have almost as many men as they worked before the strike.

Manufacturers are negotiating now with a committee of thirteen named at a meeting attended by 750 cigar-workers. The committee is apart from the unions but at the same time apparently is seeking to avoid a complete repudiation of the Union by making an agreement.

The manufacturers have stipulated that they will make no agreement except to maintain the present wage scale and to work every man or woman who applies for a job that the manufacturers see fit to employ.

It is believed that another two weeks, or at the latest the first of the year, will see every factory working full force and full time.

G. F.

SMOKERS

Did you ever sit down with a group of men, of an evening, after dinner, as one by one the pipes and cigars were lighted, and notice the peculiar feeling of quiet contentment and peace that seems to settle over the group as the blue-gray clouds float toward the ceiling? They don't say much, at first, but little by little the soothing effect of the tobacco begins to stimulate their brain cells to greater activity, and they begin to express their sentiments in a gruff, easy, natural manner. Honest men with "smokes" in their mouths have a great advantage in conversations over a similar group of non-smokers. In a company of smokers, you may stop talking as often as you will, but the silences and breaks in the conversation never seem disagreeable, being filled with the pleasant business of puffing the smoke. The discussion is resumed without awkwardness or any striving for effect. But in a group of non-smokers, the pauses that occur are frequently prolonged to the point of positive embarrassment and difficult to break in a natural, unaffected manner. There seems to be a certain nervous impatience of manner.

This spirit of nervous tension contrasts strongly with the complacent, undisturbed equanimity of the smokers. The charm of the social pipe or the friendly cigar seems in some subtle way to harmonize the company, bringing them closer together upon a common ground of understanding. The pipe draws wisdom from the lips of the philosopher and shuts up the mouth of the fool. There seems to be something about good tobacco that stimulates man's thought process, intensifying his power of concentration, and inducing the habit of clear and logical thinking, which in turn develops the faculty of originality. Mark Twain, Thackeray, Balzac, and many other master literateurs have admitted that the pipe shared equally with the pen in producing the inspiration of their best works. Tobacco has made a place for itself among men. May it never go out.—*United Shield.*

Happenings at Washington of Trade Interest

(Special from The Tobacco World's Washington Bureau.)

THE Treasury Department is not in favor of the enactment of legislation postponing payment of the December 15 installment of income and profits taxes or extending the "net loss" provisions of the Revenue Act to the year 1920. In a statement just issued, the department declares that the agitation for these changes in the law can only do harm.

"The taxes due December 15 represent chiefly the final installment due in respect to income and profits of the taxable year 1919," the department declares. "Taxpayers have already had nearly twelve months' grace as to this final installment and have had every opportunity to make provision for its payment by setting up the necessary reserves or purchasing Treasury certificates of indebtedness. The Treasury Department, moreover, has adjusted its financial program to the tax payment dates provided by the Revenue Act of 1918. There are outstanding nearly $700,000,000 of certificates maturing on December 15, and $300,000,000 additional mature on January 3 and January 15, 1921. On December 15 there will also become payable the semi-annual interest on the First Liberty Loan and the Victory Liberty Loan, aggregating about $140,000,000. To meet these heavy maturities of principal and interest and at the same time provide for the current requirements of the Government, enlarged as they are by the extraordinary burdens imposed upon the Treasury in connection with payments to the railroads, the Treasury relies chiefly on the income and profits taxes payable on December 15. This installment is not expected to exceed $650,000,000. The Treasury must finance its further requirements, so far as they are not covered by ordinary current receipts, through issues of Treasury certificates of indebtedness.

"It would be impossible to defer the payment of the December installment of taxes without forcing the Treasury to offer Treasury certificates in prohibitive amounts.

"Moreover, to extend the time for the payment of the December 15 installment would simply mean that the Treasury would, in effect, be financing private business, which should provide for itself through ordinary banking channels, if necessary. In this respect the proposal is not different from those insistently made to the Treasury during the last few months, that Government funds be made available in various sections of the country to finance the holding of commodities or the export of goods to Europe.

"The suggestion that the 'net loss' provisions of the Revenue Act of 1918 be extended to the year 1920 is equally impossible from the point of view of the Treasury. Under the present revenue law the Treasury receives in the year 1920 taxes based on the income and profits of taxpayers during the year 1919. The whole financial program of the Government requires that the Treasury be able to rely upon the collection of these taxes. No change should be entertained which would render uncertain the bulk of the Government's tax receipts and perhaps result in heavy claims for refunds with consequent increases in the public debt and additional short-term financing. There is, furthermore, no reason in fairness why taxpayers who made profits in 1919 and became liable to pay taxes on the basis of those profits should now be permitted to throw upon the Government the burden of losses incurred in the conduct of their own business in the year 1920.

"The Treasury must of necessity promptly meet the Government's bills. If uncertainty is to be introduced now into the tax payments upon which the Treasury principally relies, it clearly will be impossible for the Government to finance itself."

In view of the emphatic disapproval expressed by Treasury officials regarding the extension of time for the December 15 payment, it is probable that Congress will refuse to take any action in the matter when it convenes next week, on the ground that the Government's obligations must be promptly met and that business must meet its obligations to the Government with equal promptness and should have made provision for the December 15 installment during past months.

Officials of the department have been very sympathetic with business men who have brought to their attention the matter of deferring the payment, and the statement quoted above was issued only after full consideration had been given to all phases of the question. It had been hoped that the Treasury would look with favor upon the two proposals that have been suggested for the relief of taxpayers, and the department's approval would have been of great assistance in securing the enactment of the necessary legislation by Congress.

With the opinions of the taxpayers and the Treasury now clearly expressed it is up to Congress to decide whether to intervene or not.

The Interstate Commerce Commission has signified its approval of a proposal of the American Railway Express Company to increase its schedule of charges for collecting and remitting the proceeds of paid c. o. d. shipments. These changes range from 30 cents for amounts not exceeding $5 to $3.25 for amounts not exceeding $1000, the charges for greater amounts to be at the rate of $3.25 per $1000. The present charges are graduated both by the amounts collected and the first-class express rates between points of origin and destination, and range from 16 cents to $1.37. The company's representatives declared that these charges are not compensatory for the work of collecting, accounting for, and remitting the proceeds of such shipments. The remittances are made by express money orders, and the proposed charges are made up of the company's graduated scale of charges for those orders, plus 25 cents for the special service rendered.

The Commission declined to consider justifiable the proposal of the express company that it shall not be liable for loss, damage, or delays occurring after the shipment is ready for delivery to the next carrier or to the consignee. The Commission found that this would, if legal and enforceable, relieve the express company from liability when it had not even made a tender of delivery.

The increased rates for the c. o. d. collections may be established by the company after five days' notice to the Commission and the public.

An increase of 8 per cent. in the number of persons engaged in the cigar manufacturing industry in October, as compared with the same month of last year, is shown by reports just issued by the Bureau of Labor statistics of the Department of Labor. Forty-nine concerns reporting to the bureau for October of both years showed 15,577 persons on their payrolls last month, as compared with 14,429 in October, 1919. In the same period wages paid have increased 24.4 per cent., the 49 concerns reporting $337,164 paid to their employees for one week last month, as compared with $271,039 for one week in October of last year.

As compared with September, a decrease of six-tenths of 1 per cent. was shown in the number of persons employed last month. Fifty-two concerns reporting for both months showed 15,958 persons on their payrolls in October, as compared with 16,054 for the preceding month. Despite this decrease in personnel, however, an increase of 1 per cent. was shown in wages, $345,120 being paid for one week in October, as compared with $341,791 for one week in September.

Exports of cigars from the Philippine Islands have increased from 184,407,000 in 1910, to 392,339,000 in 1919, according to the annual report of the Bureau of Insular Affairs of the War Department. In the same period the value has increased from $2,759,661 to $9,078,854, or from $14.97 per thousand to $23.14 per thousand. The low point in exports was touched in 1915, when shipments amounted to only 134,648,000.

Although only about a third of the total shipments of cigars was taken by the United States in 1910, at the present time this country takes approximately five-eighths of the islands' exports. In 1910 exports of cigars to the United States amounted to 61,526,000, dropping the following year to 38,112,000, and increasing in 1912 to 90,000. In 1915, we took only 61,170,000, but the following year imported 111,478,000, since when imports of Philippine cigars have increased steadily, the 1919 total being 263,943,000. The grade of cigar sent to the United States is considerably above the average, the value per thousand in 1919 being $26.20.

A curious situation has arisen with regard to our imports of leaf tobacco from the Philippines. In 1910 we imported 7436 pounds, valued at 20.27 cents per pound. The imports fluctuated for the next five years, when they took a jump from 87,384 pounds in 1915 to 1,028,267 pounds in 1916. In 1917, we imported 2,999,469 pounds, the high record, but in 1919 we imported only 78,817 pounds. During the ten years, prices fluctuated greatly, the high price of 22.85 cents per pound (average) being reached in 1913, followed the next year by the lowest price—10.11 cents. In 1919 the average price was 19.82 cents per pound.

Total exports of leaf tobacco from the islands have increased greatly in the past ten years, according to the report. In 1910, total exports amounted to 21,408,412 pounds, with an average value of 7.27 cents per pound; after fluctuating from year to year, a record of 39,168,094 pounds was reached in 1916, and the next year a low record of 11,335,476 pounds was established. In 1918 a new high record of 51,509,394 pounds was established, but in 1919 the exports fell to 44,482,911 pounds. The lowest average price was in 1914, when 6.09 cents per pound was reached, the highest being 1919—14 cents.

The great increase in demand for Porto Rican cigars is shown by the annual report of the Bureau of Insular Affairs, in which it is stated that the imports of cigars from the island increased from 149,335,000 in the fiscal year 1919 to 226,776,000 in 1920. At the same time the average value jumped from $44.51 per thousand to $51.18.

The United States has always taken the bulk of the cigars exported from Porto Rico, it is shown, in 1920 taking all but 228,000 of the total shipped abroad. In leaf tobacco, also, the percentage is quite high, the United States taking 16,782,769 pounds out of total exports of 17,028,924 pounds in 1920.

The leaf tobacco industry of Porto Rico has taken tremendous strides in the past ten years, according to the report. In 1911 total exports amounted to 3,509,501 pounds, of an average value of 41.17 cents per pound. This has increased steadily, reaching over 17,000,000 pounds in 1920, when the average price was 73.76 cents per pound.

The work of the Federal Trade Commission in connection with its investigation into the cause of the depreciation in the prices of loose leaf and other unmanufactured tobaccos during the years 1919 and 1920, undertaken in accordance with a resolution adopted by the House of Representatives early in the year, is almost completed, and it is understood that a report on the subject will be submitted to Congress early in January.

Plans have been made for a meeting of tobacco growers, representing all States that produce tobacco, to hold a meeting in Washington on December 9th to discuss protective legislation for growers and to confer with members of Congress, the Federal Trade Commission and the Agricultural Department. Several hundred representatives are expected to attend the meeting.

Notes and Comment

The first public sale of the Lancaster Tobacco Auction Sales Company will be held on December 20th, in the main Exhibition Building on the County Fair Grounds.

Manufacture and sale of cigarettes have increased 67 per cent. in the last twelve months, Federal tax receipts show. For the fiscal year ended June 30th, the Government received $151,226,000 in cigarette taxes, an increase of approximately $61,000,000 over the preceding year.

Sales of United Cigar Stores Company in October amounted to $7,607,668, which is the largest on record for any single month in the history of the company. This was an increase of $1,967,225, or 34 per cent. over October last year. Sales for the ten months totaled $64,184,987, an increase of $15,580,796, or 32 per cent.

A statement is going the rounds of tobacco journals that American Red Cross workers about Riga will trade a pound of American tobacco for a half ounce of Russian tobacco. There is no penalty attached to believing it, but we think it is a damovitch lie.

The Samoa Cigarette and Tobacco Company has been incorporated in New York with a capital of $25,000. Headquarters are at 164 Sherman Avenue.

The annual ball of the Tobacco Salesmen's Association will be held in the Palm Garden, New York City, on March 21, 1921. This function is the largest social affair of the year in trade circles, and is looked forward to with pleasant anticipations by the trade in general.

The Clark County Warehouse Company has been incorporated at Winchester, Ky., with a capital stock of $20,000, by A. H. Hampton, F. G. Clay and J. L. Skinner.

Castellano & Hilbert, Incorporated, 125 Maiden Lane, New York City, and Manila, have issued a notice guaranteeing prices for ninety days from the date of invoice, to protect customers, should any reduction of prices occur.

The Co-operative Cigar Manufacturing Company, of Milwaukee, Wis., has been incorporated with a capital stock of $50,000.

As a tribute to the memory of her father, the late Jacob Wertheim, Mrs. Abraham Bijur sent a check for $5000 to the Jewish War Orphans' Fund, one of the philanthropies in which Mr. Wertheim was a director.

Pasbach-Voice Lithographing Company, Grand Street and Morgan Avenue, Brooklyn, N. Y., are selling all their editions of stock labels at a heavy discount. This is an excellent opportunity for cigar manufacturers to buy labels that are ready for delivery, with the titles.

We Want a Cigar Account

We want to get in touch with a cigar manufacturer who is laying a solid foundation for substantial growth.

You are interested in advertising accomplishment, whether you call it by that name or not.

You are interested in sales profits—solid, healthy, ever-increasing demand for your cigars.

We are ready to show you that advertising can increase sales and cut selling cost without interfering with your present business policy.

We are interested in supplying you with an organized, carefully developed, cooperative service, for securing these results.

We ask for the opportunity to lay before you proof of what we have done for others in working out selling problems. We want to give you a concrete recommendation based on the specific opportunities afforded by your business.

Our recommendations will be based on what we learn about you and your market—not on snap judgments and guess-work. Our co-operation with you must be based on mutual confidence.

Your letter will open the way for us to help you.

SCHIELE ADVERTISING CO. INC.
Central National Bank Bldg.
St. Louis, Mo.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P

All rights reserved

SOME retail dealers are scared at the apparition of chain stores and mammoth establishments. They fear that these highly organized institutions will grow and continue to grow until they have gobbled up all the little fellows.

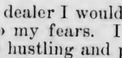
They may be right in their gruesome fears, and I will not quarrel with them over the matter. I used to take a shy at looking into the future, but I must have been cross-eyed, for the pictures I saw seldom came true.

But if I were a dealer I wouldn't neglect my business to give way to my fears. I would keep on the job of learning, and hustling and pushing business till I was actually being swallowed—and even then I'd choke the critter if I could.

I would remember the saying of the scientific high brows—that "everything carries within itself the seeds of its own destruction"—and would have faith that before the chain stores gathered in the earth and the surrounding planets the seeds of destruction will probably sprout and get busy at the destroying job.

If you are an old plow horse you can hark back and recall many things that were to smash our civilization. There were the Mormons, and the Rich Man, and the Whiskey Ring, and a Czar in the White House, and Slavery, and Secret Societies, and so on.

The "seeds of destruction" got in their work, however, on every one of these things, and we are all doing business at the same old stand. History will repeat itself with chain stores and huge establishments.



ONE of the questions you are asked with the most frequency is "What are the prospects of business?"

A great many dealers when they are asked this entirely proper question answer, "I dunno," and then relapse into a profound silence.

But the wise dealer—the dealer who knows that his personality, his philosophic knowledge and his conversational ability play a large part in holding his customers—harks back in his memory to something he read last week, and quotes the opinion which Mr. Gary, president of the U. S. Steel Company, advanced.

Gary said that business in this country is gradually seeking its normal level. Prices are receding, stocks of all kinds of goods are beginning to accumulate; labor is getting over its ill-balanced thinking and is producing more and better goods; people are recovering from the hysteria of reckless spending and are insisting on fair prices and are saving their money.

There are clouds in the sky, to be sure, he says, they will slop over occasionally and we will slip back into more or less trouble. Timid people will become badly frightened; short-sighted ones will become discouraged and pessimists will see ruin and disaster. But the waves of trouble are constantly growing less; and in time—though it may be a pretty long time—we will again enjoy a prosperity which will be gratifying and long-continued.

YEARS ago the advice of politicians to their rounders was "Vote early and often." Today, it would be good advice to dealers to tell them to "buy early and often."

Don't overbuy, friend dealer. Don't be persuaded by super-enthusiastic salesmen to lay in an enormous quantity of any style of goods.

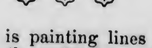
It is wise to "buy early"—that is before your stock runs out. It is also wise to "buy often," rather than place what to you are big orders.

Remember continually that the readjustment of the business world to normal conditions must go on in spite of political changes. This readjustment consists largely in the tendency of the dollar to regain most of its old-time purchasing power. It will never regain it all, probably, but the dollar will continue to grow larger,

This is merely another way of saying that prices of goods will have a lowering tendency for months and years to come. And under such conditions the wise dealer buys often and in small lots.

This readjustment is according to the law of nature. Don't let an exuberant, silver-tongued, persuasive and compelling salesman talk you into the belief that the laws of man can prevail against the laws of nature—for they can't.

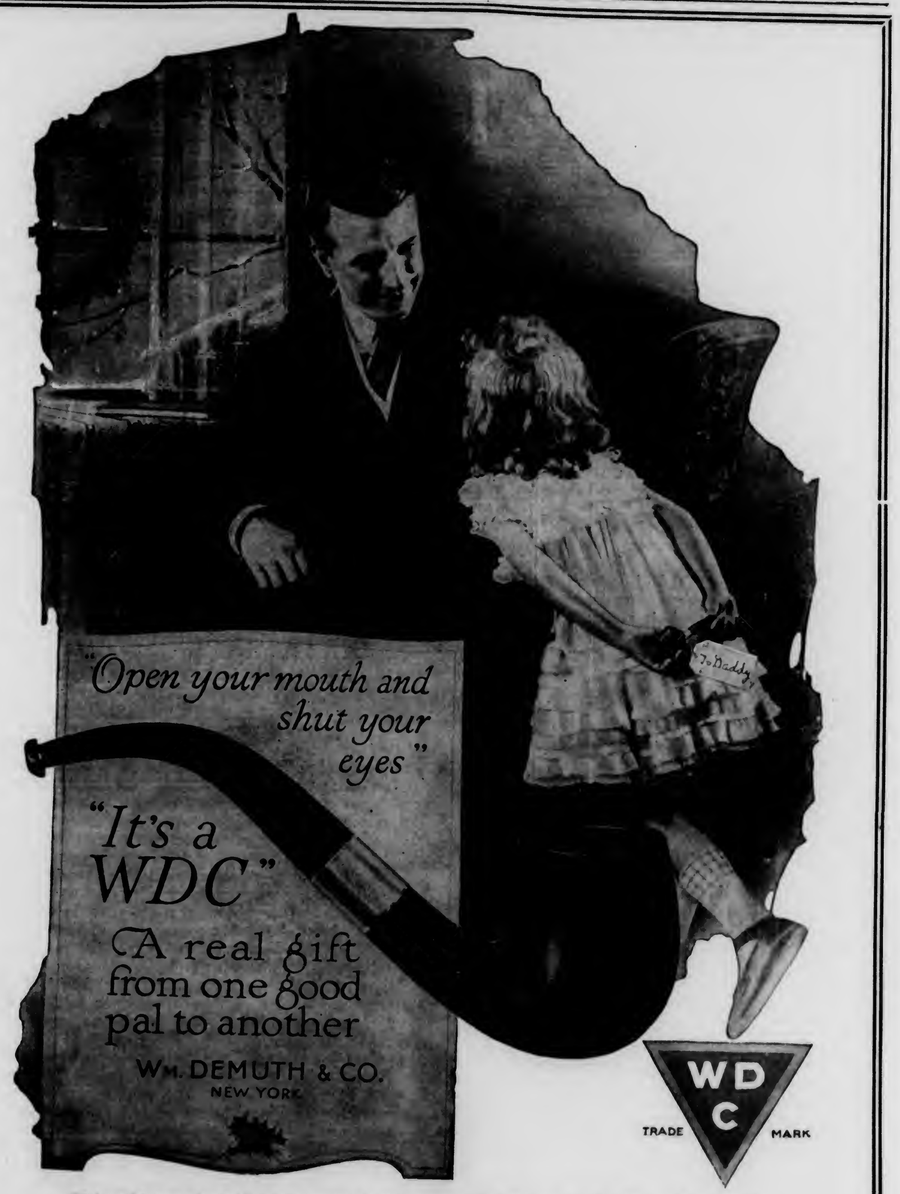
The bright star of hope shines over this favored country. Things look good. They do indeed. But the dealer who becomes careless, even a "leetle bit," may have his hopes turned to ashes.



OLD man Care, is painting lines upon the faces of many folks these fleeting autumn days. We have "passed the peak" of business and are slowly descending the hill. Prices are dropping, demand is falling off, unsold goods are accumulating.

Trade is beginning to get dull to manufacturer and dealer. There are fewer jobs, and they are roosting higher than before.

(Continued on Page 18)



This ad reproduced in four colors will occupy a full page in the December issue of the American Magazine. A full color proof for use in Christmas window displays will be enclosed with the December Pipe Organ. If your name isn't on the list be sure to write for a copy of this number. It is free.

LEAF MARKET JOTTINGS

AT the November meeting of the Lancaster County Tobacco Growers' Association, a vigorous protest was made against reports of considerable pole-rot in this year's crop. By the testimony of many members, a resolution was adopted declaring that the 1920 crop is one of the best ever grown in Pennsylvania and the amount of tobacco affected in the slightest degree by pole-burn is relatively very small. Also that the crop generally is properly handled and curing progressing satisfactorily.

Addresses were made by President Milton H. Ranck, of the Lancaster Leaf Tobacco Board of Trade, and H. G. Reinhold, on behalf of the growers, and by Jacob Bowman, a buyer. There was the usual wrangle of "Katy did and Katy didn't." The buyers were accused of making a few purchases and then stopping and circulating adverse reports. Mr. Reinhold said in part: "In the lull that ensues, the farmers invade the village stores and hear the discouraging reports that are spread. The grower wavers and perhaps sells at a loss." Mr. Bowman said in part:

"If we pay what the farmers ask, 20 to 30 cents, it will be the highest price ever brought in history and on a fluctuating market. None of us can tell which way it is going. Tobacco, except at a reasonable figure, would be a poor proposition for the packers and they stand to lose a lot of money if the market goes against them. From present outlook, it is almost certain to do so."

To sum up the subject, it is to be remembered that the same or similar conditions have existed for generations. The fact is that probably very few growers are affected by country store gossip. They have heard the same reports every season for many years.

There is very little low-grade tobacco to be found, as the hail did less damage than for many years. Most of the tobacco sold up to the middle of the month went to local dealers, the big buyers are holding out.

In Wisconsin the conditions duplicate those in most of the tobacco markets; the buyers moving with great caution and showing no inclination to get busy stocking up. They are buying just what they can use in the immediate future. This condition is almost universal in all lines of merchandise, in some of which there has been quite a slump.

The hope of the growers lies in the fact that the cigar business, so far, has not followed the decline. Manufacturers are generally busy and many of them behind in filling orders. The few shut downs that have occurred have generally been due to the effort to do business without sufficient capital, or similar causes.

The demand for first-class wrappers and binders shows no tendency to slump, but no prices are available. Most of the 1920 crop is still on the poles and some of the growers have not touched their sheds. It is not expected that there will be much activity in the Wisconsin district until after the first of the year.

In the South, Wilson, N. C., reports that offerings of tobacco have recently been common and inferior. The market to November 11 had sold 24,948,316 pounds for $6,171,289.06, an average of $24.73. Kinston, N. C., to November 1, sold about thirteen million pounds of tobacco for an average of $20.76. At Rocky Mount, N. C., medium and good tobaccos brought prices satisfactory to growers, but the offering of a considerable amount of common stuff made up an average of about 27 cents.

Danville, Va., shows a slightly upward tendency. While farmers' organizations are preaching the doctrine of hold up, the individual farmers seem to "let the other fellow do it," and are pushing their crops in as fast as they can get them ready. It is estimated that the bulk of the crop will be sold by the first of the year. The present average is about $29.50.

At Richmond, Va., 64,210 pounds of sun-cured, with a considerable percentage of mouldy tobacco, sold for an average price of $8.70 per hundred.

In Kentucky, because so many farmers wanted to turn their tobacco into money in a hurry, the date of the opening of the Lexington market was stated as December 1. Several of the large buyers in that market so forcibly objected, that the date is changed to January 3. Some Southern sales centers will not close until late in December and those growers who are holding back will be apt to come in about that time.

The warehousemen announce that the crop is going to weigh up bulk for bulk, an average of 40 per cent. short of last year's crop. This makes it a smoking crop. If a plan can be evolved to take care of the damaged end of the crop, which has in the last few years been absorbed by the foreign demand, liberal prices for the good portion are in prospect. It takes almost twice as many leaves to make a hand as it did last year.

The Hopkinsville Board of Trade announces that sales on the floor of the loose leaf tobacco warehouse will begin on Tuesday, December 7, but the action of Lexington may lead the board to reconsider the date. The 1920 crop is not considered a very good one. Some of it was cut green to save it from frost and there is considerable black fire damage. Fine individual crops are found, but the average of the whole in quality is not rated high.

(Continued on Page 18)

No Wonder the Sale Increases Steadily!

The Product is Unsurpassed

It has all the qualities that card players want. It is the preferred deck of millions of card players everywhere. It is the acknowledged leader in its field.

The Advertising is increasing the Interest in Card Playing

Striking half-page displays in the biggest national magazines are seen by over 35,000,000 people monthly. This advertising is causing old players to play oftener—it is convincing those who don't play of the delightful enjoyment they are missing.

The Book of Rules is Teaching Thousands to Play

Thousands of copies are being sent out weekly. Those who receive them are learning new games—and playing oftener than ever. These books are also teaching many to play who never played before.

Attractive, Compelling Dealer Helps

including window displays and counter package holders, are tying the dealer's store to the national advertising—reminding customers and passers-by of Bicycle and Congress Cards—and telling them that here is the place to buy them.

Everything possible is being done to make YOUR sales of Bicycle and Congress Playing Cards bigger, easier and more profitable. Check up on your stocks and see that they are adequate. Send for the free display material and display it in your store and windows.

And don't forget Revelation Fortune Telling Cards—the biggest selling novelty game of the year.

THE U. S. PLAYING CARD COMPANY

Department 6 **CINCINNATI, OHIO**

BICYCLE PLAYING CARDS

Benefits Derived From Incorporating

IT is a matter of common knowledge that the tendency at the present time is to conduct business under corporate ownership, rather than as a partnership or under individual ownership. The reason for this tendency is readily understood by those who are familiar with methods of business administration under both corporate and individual ownership.

The three most desirable features in the conduct of a business are: (1) Limited liability of the members of a business; (2) the right of perpetual succession; (3) the facility of assembling large amounts of capital in the hands of a single entity.

The first two of these features are not to be obtained, except as a part of the corporate organization, and the third feature is very rarely obtained by the individual or partnership.

Stockholders have, in most states, no liability beyond what is known as the subscription liability. If a stockholder subscribed for shares of the corporation's stock and does not pay the amount of his subscription in full, the creditors of the corporation can usually compel payment of the unpaid balance, in case the corporation becomes insolvent. Or if a corporation accepts subscriptions for stock at less than par, corporate creditors can usually collect the difference to render the stock full-paid.

A corporation and its stockholders are distinct persons or parties. If a man owns one share or all the stock of the corporation, he is not the corporation. Many business men have an idea that because they own all or most of the capital stock of their corporation, they are the corporation. They are not. They are so distinct that, if they loan money to the corporation, they become creditors with the right to sue the corporation. If they were the corporation itself, they could hardly sue themselves.

In the case of individual ownership or a partnership, there is no limited liability. A partnership is merely a number of individuals, each one of whom represents the partnership fully, may make contracts for it without consulting the other partners, and can bind it by his action. This is so despite the fact that all the partners are held equally liable, and may even be opposed to the action of the one partner. A partner cannot contract with his partnership, bring suit against it or be sued by it.

An individual in business is liable for all his business debts, even though his private fortune may be required to liquidate his indebtedness. On the other hand, if he incorporates his business and takes in payment shares of stock in the corporation to the value of his net assets, he then controls the affairs of the corporation, holding full-paid stock, and he is not liable for the debts of the corporation should it become insolvent.

It must be understood, however, that an officer or director of a corporation may become liable for the debts of the corporation if he specifically states that he will assume such liability for the corporation.

A partnership is necessarily dissolved if a partner dies, no matter how much embarrassment or loss this may cause the remaining partner. If an individual dies it is sometimes possible for his heirs to arrange to continue the business, but very frequently it is not. A partnership may be dissolved at any time, at the will of any partner.

A corporation, on the contrary, is not disrupted if one of the stockholders or officers dies, becomes insolvent, or sells his stock. The stock will merely be transferred to another person, and without necessarily affecting the business of the corporation. A corporation continues for the term of its existence, regardless of the ebb and flow of the fortunes of its stockholders, or how many times the stock of the corporation may change ownership.

The comparative ease with which large amounts of capital may be obtained designates the corporate organization as the logical form for business enterprises whose aim is to expand to the greatest possible extent. The individual or partnership has very limited means of obtaining capital for expansion, which the corporation may issue stocks, bonds, and other forms of securities, thus securing capital with greater ease than is possible for other business organizations.

An individual or partnership may do anything and transact business of any nature not expressly forbidden under the law. A corporation, however, may do only those things for which it was organized and which it is permitted to do under its charter.

The special powers of a corporation are mentioned in the charter, and include the purpose for which it was formed. In addition to the special powers granted by the charter, a corporation also has general powers, and these include the right to do all things necessary to conduct the business for which the corporation was organized.

A corporation might be organized for the purpose of conducting a retail business only. It would be beyond the powers of such a corporation to engage in a manufacturing business, and should it do so the charter might be forfeited, or it might be restrained from continuing the part of the business for which it had no authority. However, a charter may be amended, and a corporation may thus obtain powers which it did not possess when first organized. (Copyright by Ralph H. Butz.)

NEW SERVICE COMPANY

The Universal Service Company is a new organization, with offices in the Franklin Building. Samuel Silberman, until recently a cigar manufacturer, is in charge. The prospectus states that they are specialists in mechanical equipment for cigar factories, are a service and sales organization for cigar manufacturers' machinery; buy and sell cigar factories and equipment, inspect, repair and maintain factory machinery and render quick service in emergencies. The company will carry in stock a selection of parts for molds, cutting knives, belts and other equipment. The company maintains a trained force of mechanics and salesmen to cover the states of Pennsylvania, New Jersey, Delaware and Maryland.

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

Business Building

(Continued from Page 12)

There are certain business men, however, who are immune from carking care and you are one of them. If dull times come your business may fall off a trifle, to be sure, but it is unthinkable that it will take a tumble.

What though a business man makes less money, or a worker has his wages cut! It is something he cannot help, he must view it with philosophy—and all the world knows that the comforting weed will impart the philosophy to help him bear his ills.

He will wear patches on the bosom of his trousers; he will permit Friend Wife to stint him at the meals; he will cut out the street car and walk; he will look the other way when he passes a movie; but he WON'T do without his smoke. That he MUST have, and he will wade through fire and water to get it.

Here is one point to watch closely. Under the changing conditions the public demand may change. It may swing from cigars to pipes. It may favor cigars in place of cigarettes. Watch it closely. It will pay you.

i F, peradventure, the trade recessions which are i occurring all over the country, should strike you in the midriff and your trade should fall off to an uncomfortable degree, it might be the part of wisdom for you to consider diversifying your line.

In former years the planters of the South confined their agricultural efforts to the raising of cotton. This was a good policy in those years when the fates were favorable to this crop. But for one cause or another, the cotton crop was seldom at its best, and therefore poverty had a firm hold on the South.

They diversified their crops, however. They added tobacco, rice, grains, potatoes, peanuts and other favorable things. Forthwith they began to prosper, and have been growing wealthier ever since.

It wouldn't be a bad thing for you to cogitate on this subject of other lines. Merchants of other lines are continually taking on your goods, and it is no more than right and proper that you should handle other lines that would be profitable.

Give it thought. Give it a great deal of thought. Take paper and pencil and put down from time to time the articles you feel might be good sellers and money-bringers. Keep this memorandum on your desk and add to it as new items occur. Something may come of your thinking which will make a noise like real money.

SIR WALTER RALEIGH

In an English high school the question was asked: "What do you know about the introduction of tobacco in England?"

The answer was: "Tobacco was introduced into England by Sir Walter Raleigh, who said, 'Be of good cheer, for we have this day lighted such a flame in England as, by God's grace, shall never be extinguished.'" —*Exchange.*

Leaf Market Jottings

(Continued from Page 14.)

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 crop, dark red—Trash, $4 and $7. Lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22. Leaf, common short, $9 and $12; common, $13 and $15; common, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright red—Trash, $6 and $10. Lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25. Leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colory—Trash, $7 to $12. Lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40. Leaf, common short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine, $60 and $65.

Dark—Trash, $5 and $7. Lugs, common, $6 and $7; medium, $8 and $9; good, $10 and $11. Leaf, common short, $8 and $9.50; common, $9.50 and $12.50; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

In the Connecticut Valley the warehouses are busy sorting and find the labor situation much easier than for the past few years. Shade-grown is said to be generally light in weight. No sales are being made, as the growers are confident that the buyers will eventually have to have the leaf, and the growers appear to be well financed and not worrying.

JACOB WERTHEIM DEAD

Jacob Wertheim, one of the most prominent men in the cigar manufacturing business for a generation, died at his New York home on Sunday, November 14, at the age of sixty-one years.

Mr. Wertheim was born in Hartford, Conn., November 15, 1858. He began the cigar business in a store at Third Avenue and 54th Street, in the 80's, and as the business prospered a small cigar factory was added. He then formed a partnership with the late Walter A. Schiffer. The firm consolidated with Kerbs & Spies in 1889. The business grew rapidly and in 1902 a further consolidation was effected with the firms of Kerbs, Wertheim & Schiffer; Straiton & Storm; Lichtenstein Bros.; and Hirschhorn, Mack & Co., with the title of the United Cigar Manufacturers, later the United Cigar Manufacturers' Company, with a capital of twenty million dollars, which was later named The General Cigar Company.

Mr. Wertheim was elected as the first president of the Tobacco Merchants' Association, which position he resigned in 1918 to devote his entire time to philanthropic work, in which he had been constantly engaged while in business, and to which he was always a generous contributor.

The Tobacco Merchants' Association sent a telegram of condolence to his family, and at a meeting held on November 15, passed resolutions of regret.

"He Won't Be Happy Till He Gets it."

(Acknowledgments to A. & F. Pears, Ltd.)

BASED on the satisfaction which Model M Universal Tobacco Stripping and Booking Machine is giving 1500 large and small cigar manufacturers, no progressive cigar manufacturer *should be happy* until he installs this machine in his factory.

Model M Universal is a *paying investment* for these five reasons:

(1) One machine strips as much tobacco as from two to three hand strippers. Thus it saves wages. (2) The stock is stripped better—no tears or curled tips—and much less scrap. (3) It enables the cigar maker to produce more cigars and make more money. (4) It saves space. (5) It eliminates the drudgery of hand stripping and makes contented employees. Hand-strippers and even inexperienced hands will quickly become skilled Universal operators.

[Progressive cigar manufacturers are urged to investigate Model M Universal. Send now for descriptive catalogue and price list.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: Newark, N. J., U. S. A.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Zorilla 9*
London, E. C. 3 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

Is a Tobacco Crusade Coming?

L. Ames Brown writes in part in the "Atlantic Monthly":

"In some well-informed quarters opinion appears that a national movement to suppress or greatly restrict smoking may take definite form. One of the chief causes of this opinion is the vast amount of reform energy dumped on the sociological market by adoption of prohibition.

"Among the active forces arraved against tobacco are the W. C. T. U. and the Life-Extension Institute of New York. Other factors include influential personalities and business leaders who give consideration to claims of increased efficiency as a result of freedom from tobacco.

"The W. C. T. U. is distributing a pamphlet entitled 'Nicotine Next,' by F. W. Roman, professor of economics in Syracuse University. For thirty years the findings of medical science have constantly been brought before the public; now economic questions, such as alleged waste of land, health-conditions of tobacco workers, destruction of property and absorption of capital, fire losses and loss of industrial efficiency, are raised to provide an unsentimental background. This publication recognizes the modern method of sociological propaganda.

"The Union maintains a 'Department of Anti-Narcotics,' which has an impressive output of slogan material. It publishes the weekly 'Union Signal' and the 'Young Crusader.'

"The Union has always devoted much energy to prevention of smoking among boys. Despite extensive State legislation prohibiting sale of tobacco to persons below 16 or 18, smokers form a larger percentage of the rising generation than of the preceding one. Scientific facts against use of tobacco by young persons are overwhelming. Self-interest should prompt tobacco dealers to establish a voluntary prohibition.

"Astute observers from the standpoint of tobacco interests have given study also to smoking among women; and at least one of the larger companies producing cigarettes makes no effort to exploit their sale among women.

. . . . . .

"It is too early yet to list the Anti-Saloon League among organizations threatening tobacco. The League far-sightedly declines present connection with the movement, feeling that such a commitment would complicate its present work.

"An element not to be ignored is the increased activity of companies that sell so-called 'cures' for smoking. They carry on a propaganda even more energetic than that of the philanthropic organizations. Within six months, I am informed, 300,000 lines of space in 400 publications have been utilized to paint the evils of tobacco and effectiveness of tobacco cures.

"Laws to prevent sale of tobacco to persons under 18, or greater stringency, have been adopted in thirty-four states. Perhaps the most drastic state law is that of Kansas, a summary of which reads: It is unlawful to sell or give away or 'to have in any store or other place of business' cigarettes or cigarette papers; or to advertise cigarettes; or to sell or give to any person under 21 any smoking materials.

"The most stringent legislation has been adopted in certain western states where the tobacco crop is not large. The bulk of such legislation has been on the statute books several years.

"The tobacco interests have not failed to scrutinize every phase of the newly energized movement. In some respects they are availing themselves of the lessons taught by the liquor interests in their effective fight. Effort has been made to unify the army of producers and distributors of tobacco products in a national organization known as the Tobacco Merchants' Association. This has raised ample funds for such counter-propaganda as may be decided upon.

"At a recent annual meeting President Eisenlohr said: 'The great majority of the people are opposed to any movement which will further abridge their fundamental rights to enjoy the gifts of nature. If it is possible to legally restrain use of tobacco, it is possible to deprive them of tea or coffee, regulate styles of clothes, prescribe rules for popular entertainment and recreation, and abolish such plays and motion pictures as fail to meet the requirements of radicals.'

. . . . . .

"A committee has begun work on a defensive policy. It endorsed the following recommendations: 'Though entirely confident of the final outcome, the situation demands the utmost vigilance. It is time for every one in the industry to constitute himself a guardian of the personal liberty involved. That the claims against tobacco are wholly without foundation has been proved time and again by famous chemists, physicians, toxicologists, physiologists, and experts of every nation and clime.'

"Alertness of the tobacco interests contribute to the probability that no such prohibition movement will assume important proportions.

. . . . . .

"Prohibition has had far-reaching effect in awakening thoughtful persons to the dangers along the path of constitutional interference in personal and local matters. The need for awakening the public to the vital fact that the Constitution is the basis and principal of legislation, rather than an instrumentality of specific direction of individual life and habit, is fully appreciated now by many who did not work actively to prevent national prohibition. The recently organized Constitutional Liberty League is one of the instrumentalities through which a proper estimate of the Constitution's function is being driven home.

"This is but one of a number of factors that contribute to opinion that the day of the anti-tobacco crusade is far off. There is not yet a real concert of action among organizations and individuals pointed in that direction, nor a common program. The movement is in its first phase—comparable to the period before the Anti-Saloon League was organized to give driving power to the prohibition movement.

"Let us hope that the onslaught, if it comes, will be met by something better than a sudden, eleventh-hour propaganda of corporations constituting the tobacco industry. For one thing, it is to be hoped that the ordinary man who likes his smoke will not be cowed and prevented from speaking out, as was the case with the ordinary man who indulged in intoxicating beverages."

Civil Service Examination For Inspector

The United States Civil Service Commission announces an open competitive examination for warehouse inspector. Vacancies in the Bureau of Markets, Department of Agriculture, for duty in Washington, D. C., or in the field, at $1500 to $2500 a year, and in positions requiring similar qualifications, will be filled from this examination, unless it is found in the interest of the service to fill any vacancy by reinstatement, transfer or promotion.

The entrance salary within the range stated will depend upon the qualifications of the appointee as shown in the examination. Certification to positions paying more than $2100 will ordinarily be limited to applicants who are more than twenty-four years of age and who have had considerably more than the minimum of the required experience or education.

Appointees whose services are satisfactory may be allowed the increase granted by Congress of $20 a month.

All citizens of the United States who meet the requirements, both men and women, may enter these examinations; appointing officers, however, have the legal right to specify the sex desired in requesting certification of eligibles. For this position in the Bureau of Markets male eligibles are desired.

The duties of appointees will be to inspect warehouses for the storage of grain, cotton, wool, tobacco, or flaxseed licensed or for which licenses are applied for under the United States Warehouse Act; to interview warehousemen, bankers, and others interested in warehousing for the purpose of bringing to their attention the advantages of the United States Warehouse Act, and to perform other miscellaneous duties in connection with the administration of the United States Warehouse Act with reference to grain, cotton, wool, or tobacco warehouses.

Applicants must have had the education and experience in one of the following groups:

(a) Graduation from a standard four years' high-school course or education equivalent to that required for such graduation, and at least two years' responsible experience in the warehousing of either grain, cotton, wool, or tobacco.

(b) High-school or other study equivalent to the completion of two years of a standard four years' high-school course and at least three years' responsible experience in the warehousing of either grain, cotton, wool, or tobacco.

(c) The equivalent of the completion of the first eight grades of the ordinary public school and at least four years' responsible experience in the warehousing of either grain, cotton, wool, or tobacco.

Applicants should at once apply for Form 2118, stating the title of the examination desired, to the Civil Service Commission, Washington, D. C.; the Secretary of the United States Civil Service Board, Customhouse, Boston, Mass., New York, N. Y., New Orleans, La., Honolulu, Hawaii; Post Office, Philadelphia, Pa., Atlanta, Ga., Cincinnati, Ohio, Chicago, Ill., St. Paul, Minn., Seattle, Wash., San Francisco, Calif.; Old Customhouse, St. Louis, Mo.; Administration Building, Balboa Heights, Canal Zone; or to the Chairman of the Porto Rican Civil Service Commission, San Juan, P. R.

A Most Unusual Opportunity

to purchase at

Remarkable Low Prices

editions of copyrighted and registered designs of

High Class Cigar Labels

Editions run from 2000 to 25,000 complete sets of a kind of all pieces, some of them with beautiful bands to match.

Titles transferred with every edition purchased.

Deliveries can be made immediately.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Most Value *Most Quality*

LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
Dutch Masters
New Bachelor
ADLON 44

CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

TOBACCO UNDER CONTROL OF THE SWEDISH AUTHORITIES

It is now five years since the cultivation of tobacco was placed under control of the authorities, and the newspaper "Kristianstadsbladet" has taken a retrospect for this reason concerning the effect of this control.

The value of the whole tobacco crop in Sweden shows a total of 5,241,772 crowns, or approximately $1,000,000. In the malmöhus district the value was 558,800 crowns; Kristianstad, 3,779,091 crowns; Blekinge, 2315 crowns; Stockholm city and county, 644,868 crowns; Södermanland, 3332 crowns, and Ostergötland, 256,366 crowns.

During recent years the best quality of large varieties, which has been manured with seaweed, has been sold for prices exceeding by 10 öre per kilo those of the other qualities. This variety comes chiefly from the country town of Ahus and the Ahus district.

TOBACCO CROP IN SOUTH GERMANY

Tobacco crop reports from South Germany indicate a good yield, perhaps a third more than that of last year says Consul Frederick Simpich on detail with the American Commission, Berlin, September 17, 1920. It is estimated in the vicinty of Heddersheim the tobacco yield will amount to 1,500,000 pounds. This crop prospect is of a great importance to Germany's tobacco manufacturers, who are now cut off because of unfavorable exchange rates from their former sources of supply in the near East. There is no longer any demand for cherry leaves and other substitutes for tobacco which were used to stretch cigars and cigarettes during and after the war.

TOBACCO CULTIVATION IN ENGLAND

A successful crop of tobacco has been obtained in Church Crookham, Hampshire. This, it is thought, may mark the revival of tobacco growing in England. The estimated yield from 140,000 seedlings planted this year on 20 acres unfit for general cultivation is 7 to 8 hundredweight per acre. The varieties grown are suitable both for cigarettes and for pipe smoking, and include the White and Red Burley.

WHAT THRIFT IS

I am peace of mind.

I am stored-up contentment.

I am freedom from worry and fear.

I am common-sense applied to living.

I am discipline in youth and rest in old age.

I contribute to health, efficiency, and confidence. I am the enemy of the "rainy-day" dread, the foe of want.

I put people in a position to take advantage of their opportunities.

I am better than a health resort, and more soothing than a needed vacation.

I mean better opportunities for your children and a position of respect in your community.

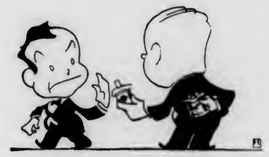
I am a builder of civilization, and I sustain and preserve the best interests of a nation.

I increase the confidence of young men and enable them to mount on the ladder of success.

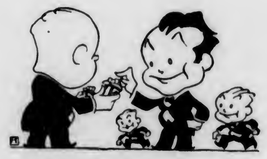
—"Wroe's Writings."

With acknowledgments to K. C. B.

Henry even carries matches now



HENRY WAS "near."
IN OTHER words, tight.
HE CARRIED two packs,
OF CIGARETTES.
ONE FOR friend Henry.
FULL OF "Satisfys."
AND THE other containing.
JUST ONE cigarette.
AND THAT lone cigarette.
WAS ALWAYS offered.
TO SMOKELESS friends.
WHO WERE all polite.
AND REFUSED to take it.
AND SOMEHOW Henry.
WAS NOT popular.
TILL ONE day by mistake.
HE PULLED the full pack.
AND EVERYONE fell on it.
WITH LOUD cries of glee.
HIS STRONG constitution.
CARRIED HENRY through.
AND DAY by day.
HE GREW more popular.
AND HENRY knew why.
FOR HE'S nobody's dummy.
AND NOWADAYS he not only
CARRIES THE cigarettes.
THAT SATISFY.
BUT FORCES 'em on people.
GIVES AWAY packs of 'em.
AND, SHUCKS,
HENRY COULD run for Mayor.
AND GET away with it now.



In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

GIVE your friends the real thing—introduce them to Chesterfields! Odds are they'll find just what you've found in this wonderful Turkish-Domestic blend—a smoke that by comparison seems way out of its price class—and is. "They Satisfy!"

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! **SAMPLES** Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Life
Cigarettes
They'll hit you right
Because our aim has been to make them with of the Famous Burley Blend, and seasoned with Chocolate
TRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,353,477. APPARATUS FOR MAKING TOBACCO POUCHES. Frank F. Jamieson, Montreal, Canada, patentee. Patent assigned to Mechanical Rubber Company, New York, N. Y.

A mold for making pouches which comprises two separable mold members and an intermediate core member, there being a seating surface between the core member and one of the mold members for forming the opening in the pouch and forming the support for the core member; guiding means on the last-mentioned members for guiding them in their movement toward each other and to prevent displacement of the rubber when seating the core.

No. 1,355,658. PACKING AND PRESERVING PLUG TOBACCO. Caleb C. Dula, New York, N. Y., patentee. Patent assigned to Liggett & Myers Tobacco Company, New York, N. Y.

Patent granted for a unit package of plug tobacco comprising a number of plugs assembled and compressed to form a block, and a covering of relatively stiff absorbent paper folded closely thereabout utilizing the block as a form, to entirely inclose the latter, the overlapping portions of the paper being adhesively connected and the folds thereof completely sealed, and the paper-covered package permeated with paraffine, the construction and arrangement being such that on severing the wrapper along pre-determined lines a substantial carton will be formed with an opening and closing lid.

No. 1,352,613. CIGARETTE BOX. James L. Langan, New N. Y., patentee.

A cigarette box with the combination of a follower fitted to slide in the storage space therein, of tensioned elastic strips extending across the box transversely of the opposite edges of the follower and at the opposite sides of the storage space in the box, and loops at one end of the box at opposite sides of the storage space, each of the elastic strips being overlapped upon itself, one end thereof being fastened to the end of the box opposite to that having the loops.

No. 1,355,666. CIGARETTE HOLDER. William Hahn, Toledo, Ohio, patentee.

A cigarette holder comprising a mouth-piece to support a cigarette, a movable ejecting device, and a cap to be applied to the mouth-piece and adapted to operate the ejecting device when the cap is subsequently removed to eject the cigarette into the cap.

No. 1,355,750. ASH TRAY. Albert E. Leibner, New York, N. Y., patentee.

A tray for cigar and cigarette ashes comprising a tray member, a supporting arm therefor, a supporting bracket including a clamping screw, the brackets being bent adjacent each end for producing shoulders, one of the shoulders having a hook-receiving aperture extending therethrough, and a threaded aperture extending through, said body being provided with an aperture extending transversely therethrough at right angles to the apertures in the apertured shoulders and apertured ears extending from the body.

No. 1,355,943. AUTOMATIC SWITCH FOR CIGAR LIGHTERS. Charles F. Cuno, Meriden, Conn., patentee.

An automatic switch comprising a spring-driven winding drum for a cord, a contact member connected to move with the drum and having a conducting portion and an insulating portion, and a contact piece normally resting on the insulating portion of the contact member for turning off the current when the drum is in its normal position and for turning on the current after a predetermined rotation of the drum.

No. 1,356,388. TOBACCO PIPE. Norman J. Mooney, San Francisco, Cal., patentee.

A tobacco pipe which includes a body forming the walls of a bowl and provided with a seat at its lower end, and also having a stem portion leading therefrom, a bottom for the body having a stem portion leading therefrom, and means for securing the body and its stem and the bottom and its stem in detachable engagement, and a false bottom positioned entirely within the body.

No. 1,356,586. COMBINED ASH TRAY AND PIPE CLEANER. William Aisenstein, Chicago, Ill., patentee. Patent assigned to Wilmort Manufacturing Company, Chicago, Ill.

A combined ash tray and pipe cleaner comprising an outer bowl, a rigid liner fitting the interior of the bowl and having its rim terminating substantially flush with the rim of the bowl, and a pipe secured to the liner and extending upwardly from the bottom thereof and forming a pipe cleaner and a handle whereby the liner may be removed from the bowl.

No. 1,356,638. ASH TRAY. Andrew Leyden, Chicago, Ill., patentee.

Patent for an ash tray comprising a body having a plurality of grooves extending transversely across the same, there being an opening in each of the grooves situated at a distance from one edge of the body; an ash trough hinged to one edge of the body, the ash trough having its inner side serrated to fit the grooves in the body; a supporting apron hinged to the other edge of the body, the apron being adapted to close the corresponding ends of the grooves; and a foldable match box supported at one edge of the body.

No. 1,356,671. CIGARETTE BOX. Michael Todoroff, Cassandra, Pa., patentee.

A receptacle for cigarettes which comprises a rectangular casing, a ledge carried by the inner face of each end wall of the casing with the wall below one edge cut away, a hinged closure for the cut-away portion, a vertical portion carried by one side of the casing and terminating at its lower end at a point upwardly of the ledges, a platform vertically movable in the casing above the ledges and beneath the partition, a multiple leaf spring supported at its lower end upon the ledges and engaging and supporting the platform.

No. 1,356,736. SMOKING PIPE. Robert M. Prophet, Rutherford, N. J., patentee. Patent assigned to Reis-Premier Pipe Company, Chicago, Ill.

The combination, in a smoking pipe, of a stem, a removable bowl, and means forming a push connection between the stem and the bowl, said push connection comprising an outer bowl provided with an inner shoulder extending around its upper edge, a packing ring encircling the removable bowl to engage the shoulder, a portion of the removable bowl overhanging the upper edge of the outer bowl.

Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for Yourself—!"

"special attention is called to Murad 20s in Tin Boxes"

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MILADY:—41,920. For briar wood tobacco smoking pipes. November 13, 1920. Alfred Orlick, New York City.

ALICE DELYSIA:—41,921. For all tobacco products. November 13, 1920. American Litho. Co., New York City.

LILA LEE:—41,922. For cigars, cigarettes and tobacco. October 14, 1920. G. Merz & Son, Chicago, Ill.

MARROWBONE:—41,923. For all tobacco products. October 19, 1920. Schwarzkopf & Ruckert, New York City.

JOYSOME:—41,924. For all tobacco products. October 29, 1920. Petre, Schmidt & Bergmann, Philadelphia, Pa.

MATODI:—41,926. For all tobacco products. September 21, 1920 The Moehle Litho. Co., Brooklyn, N. Y.

REDENTOR:—41,912. For all tobacco products. October 4, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

ARMION:—41,913. For all tobacco products. September 3, 1920. The American Litho. Co., New York City.

FLORIENT:—41,914. For all tobacco products. September 3, 1920. The American Litho. Co., New York City.

BEEKMAN ARMS:—41,915. For all tobacco products. September 3, 1920. The American Litho. Co., New York City.

AROMA TROPICAL:—41,919. For cigars. September 7, 1920 Fernandez & Fernandez, Jacksonville, Fla.

TRANSFERS

EL COMPETO:—27,369 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered June 24, 1903, by Schmidt & Co., New York City. Transferred to Wise Bros. Cigar Co., St. Louis, Mo., and re-transferred to Central Cigar Box Co., St. Louis, Mo.

CUBAN GLORY:—17,314 (Trade-Mark Record). For cigars. Registered December 18, 1896, by O. L. Schwencke, New York City. Transferred by Moehle Litho. Co., Brooklyn, N. Y., successors to O. L. Schwencke to Central Cigar Box Co., St. Louis, Mo., November 3, 1920.

LA VALETA:—15,847 (Midas Gazette). For cigars. Registered December 13, 1909, by G. Merz & Son, Chicago, Ill. Transferred to Metropolitan Cigar Company, Milwaukee, Wis., November 16, 1920.

LA MEDEA:—16,264 (Tobacco World). For cigars, cigarettes and cheroots. Registered September 23, 1908, by Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Mich., October 18, 1919, and retransferred to Central Cigar Box Co., St. Louis, Mo., July 7, 1920.

A BIG SMOKE BY LEAGUE OF NATIONS

According to the Paris correspondent of the London "Daily Chronicle" the League of Nations finds itself involved in a curious dispute with Belgium over the payment of a cigar bill of 80,000 francs (£3200). During the recent conference at Spa the Belgian Government was at great pains to arrange everything for the comfort of the distinguished international delegates and their staffs. They were furnished with hotel accommodation and excellent meals and motor cars. All these charges were paid by the various Governments concerned, but the cigars were evidently of such an excellent quality that what the delegates could not smoke they pocketed and took away with them. Now the League of Nations has been asked to pay the bill, but it naively says that it has no money to meet such expenditure, and advises the Belgian Government to dun the Supreme Council for the unpaid debt.

TOBACCO CULTIVATION IN SPAIN

The Spanish Government leases contracts for the supply and sale of tobacco in Spain to a monopoly, which imports some 20,000 tons of leaf tobacco annually for manufacture, chiefly from the United States, the Philippine Islands, South America and Cuba. During 1919 the supply in the retail stores was so limited that strict regulations regarding distribution were enforced, and long waiting lines of consumers formed in front of the places of sale.

Although the permission to grow tobacco in Spain dates back to 1887, no regulations had been formulated regarding it until December, 1919, when a royal order made provisions for the control of the cultivation. The regulations provide that the crop may be devoted to local use or exported; permission to cultivate will only be granted upon proof that the landowner is in a position to cultivate crops of such size and at such places as can be supervised by inspectors, and guarantees must insure good faith. Experiments are being made regarding soil and climate of various regions, and seed from Virginia and Kentucky has been tested with favorable results thus far in the Province of Saragossa.

ENGLISH TARIFF AND HAVANA CIGARS

"The Tobacco Trade Review," of London, England, referring to the government tax on Havana cigars, says in part:

"Sufficient time has now elapsed to enable us to form an accurate idea of the effect on trade of Mr. Austen Chamberlain's super-tax on imported cigars. It is unfortunately true to say that the worst fears expressed at the time of the introduction of the Budget have been fulfilled to the letter, for today the trade in imported cigars is only a shadow of its former self. Look at the figures, as shown in the Board of Trade Returns. In September, 1919, the imports of Cuban cigars were 131,754 pounds; in July, August and September this year we imported only 33,045 pounds of Cuban cigars. During the months when the Chancellor of the Exchequer was considering the representations made to him by the importers against the new tax clearances from bond stopped altogether; since then there have been some sales made, but naturally not much buying will be done until retailers' stocks acquired at the old prices have been exhausted. Whilst it is true that, whatever the tax, there will always be some trade in Havana cigars, it is also true that the 50 per cent. *ad valorem* duty, added to the former duty of 40 per cent. on weight, could have only one result, and that the killing of business on a wide scale."

LANCASTER TOBACCO AUCTION SALES COMPANY

The Lancaster Tobacco Auction Sales Company has been incorporated at Harrisburg, Pa., with a capital of $100,000, to pack and deal in leaf tobacco, through a public sales floor.

The directors named are: C. K. Hess, Millersville, R. F. D. No. 1; John A. Balmer, Manheim, R. F. D. No. 1; Christian H. Habecker, Rohrerstown; Charles V. Stern, Manheim, R. F. D. No. 1; Phares Miller, Ephrata; Oliver C. Futer, Landisville, R. F. D. No. 2; Jacob Harnish, Lancaster, R. F. D. No. 4; Clayton R. Shreiner, Lititz, R. F. D. No. 3, and R. L. Kimbrough, Lancaster City.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 40 NO. 21

The TOBACCO WORLD

DECEMBER 15, 1920

The Wolverine Bunch Breaker

This bunch breaker will save enough binders during a thirty days' trial in your factory, to pay for itself. Proof of their merit is expressed in the satisfaction of the following users:—

The Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 286 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

30 Days' Free Trial—By Prepaid Express—Write for One Today

THE PRICE IS TWENTY-FIVE DOLLARS

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- -:- Michigan

The largest-selling 10c Cigar —and why

THREE and one-half years ago the first few hundred White Owl Cigars left for New Jersey. Three months later White Owl was on display in Chicago. Three months after that, White Owl was being sold in all parts of the country. Today White Owl outsells any other 10c cigar—and to the best of our knowledge it even outsells *any cigar at any price.*

Such success is never accident.

Few smokers realize—until they smoke White Owl—the immense forward strides made recently in tobacco culture. The long clean filler of White Owl is blended of domestic tobaccos of quality which did not exist a few years back. The wrapper is of imported Sumatra. The handsome Invincible shape insures cool, even smoking.

So great are White Owl sales that the General Cigar Co., Inc., now constantly maintains for this cigar alone a leaf reserve valued at between four and five million dollars. The slow aging and thorough mellowing of White Owl is the result. White Owl deserves your patronage.

General Cigar Co.
DEPENDABLE CIGARS
119 West 40th Street, New York City

WHITE OWL
10¢ STRAIGHT
Box of 50—$4.75

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

FINE SIZES

CHANCELLOR
— CIGAR —

HIGHEST GRADE

THE ACKNOWLEDGED LEADER
AMONG MILD SUMATRA-WRAPPED HAVANA CIGARS

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHAS. J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
EDWARD WISE, New York ..... Chairman Executive Committee
COL. F. W. GALBRAITH, Jr., Cincinnati, Ohio ..... Vice-President
CAPT. GEO. W. HILL, New York ..... Vice-President
GEORGE H. HUMMEL, New York ..... Vice-President
JULIUS LICHTENSTEIN, New York ..... Vice-President
H. H. SHELTON, Winston-Salem, N. C. ..... Vice-President
WM. T. REED, Richmond, Va. ..... Vice-President
WM. BEST, Jr., New York ..... Vice-President
ASA LEMLEIN, New York ..... Vice-President
CHARLES DUSHKIND, New York ..... Secretary
New York Offices, 5 Beekman Street

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

I. H. WEAVER, Lancaster, Pa. ..... President
GEORGE M. BERGER, Cincinnati, Ohio ..... Vice-President
JEROME WALLER, New York City ..... Treasurer
MILTON H. RANCK, Lancaster, Pa. ..... Secretary

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION

J. A. BLOCH, Wheeling, W. Va. ..... President
WOOD E. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

HERMAN GOLDWATER ..... President
WM. M. SAM ..... 1st Vice-President
ALBERT FREEMAN ..... 2nd Vice-President
JOSEPH FREEMAN ..... Treasurer
LEO. RIEDERS, 200 W. 118th St., New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary
Meeting 4th Tuesday of each month at Hotel McAlpin

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

SALESMAN WANTED for old established Philadelphia factory, to carry line of domestic and Havana cigars on commission basis. Can carry as a side line. Prices begin at $52 per M. Address Box 401, care of "Tobacco World."

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

FOR SALE—Wisconsin Binders and B's at reasonable prices. Will sell in lots from one case up. Herman Anderson, Janesville, Wis., R. F. D. 1.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 40 December 15, 1920 No. 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

OFFICE OF THE PHILIPPINE TOBACCO AGENT
172 FRONT STREET
NEW YORK CITY

Manila Cigar Standards will be Maintained

By authority of the collector of Internal Revenue for the Philippine Islands announcement is made that on all cigars exported from the Philippines to the United States established standards of quality and workmanship must be maintained.

The law requires that in Manila cigars only superior tobacco grown in the "Cagayan Valley" can be used and that cigars must be hand-made (Spanish method) long filler, in a sanitary factory under government supervision.

Under present market and labor conditions and government restrictions all Manila cigar manufacturers agree and declare that it is impossible to accept orders at prices lower than those now prevailing without lowering quality.

The Philippine Government, jealous of Manila cigar reputation under the government guarantee, chooses to sacrifice its revenue from this source rather than permit the lowering of the present standard on Manila cigars for export.

Conditions therefore make impossible the lowering of Manila cigar prices.

NOTICE

There is a considerable quantity of damaged Manila cigars in the United States which have become sub-standard in transit. Cigar buyers may be reasonably certain when Manila cigars are offered at below the market price that this merchandise is not Government Standard Cigars.

C. A. BOND

Tobacco Agent for the Philippine Government.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

For Gentlemen of Good Taste
San Felice
8c
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumont, Va.
DEPT. A

CIGARS THAT LIVE AND GROW

YEAR after YEAR are an asset to your business

LA PREFERENCIA

Men who smoke can and do depend upon their **QUALITY**

HAVE YOU STOCKED THE NEW PACKING? "TWO-OF-A-KIND" IN FOIL BUNDLE

Volume 40

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 15, 1920 Foreign $3.50

EDITORIAL COMMENT

WE are in the midst of another Christmas season in many respects like many Christmas seasons that have gone before, and yet in some ways different from those of other years.

Heavy cancellations in many lines have resulted in considerable non-employment. Non-employment means less money to be spent by workmen and therefore a curtailment in the wholesale and retail business.

At the date these lines are written, December 13th, it would be folly to claim that Philadelphia is enjoying its most prosperous Christmas in years. Neither the crowds in the streets nor in the department stores indicate any such thing.

We are on the verge of a lower-priced market and the public knows it, and in the second place that part of the public that was buying diamonds and $5000 automobiles last year is seeking a market for their property this year at whatever they can get, and willing to take a fifty per cent. loss and be happy.

However, we are more interested in what this season means to the cigar and tobacco trade.

And in this connection we recall a remark once made to us by one of the most highly-respected cigar manufacturers in the United States. It was:

"It has been our experience that the manufacturer of good cigars is the last to feel the effects of a depression and the first to recover from it."

In other words, the cigar is the last thing a man cuts down on when finances are at ebb, and one of the first things he increases on when his pocketbook is filling up again.

So far as we are able to observe, the retail cigar trade is not so very much beolw normal. Many of our cigar manufacturers are considerably below normal. A few cigar manufacturers are above normal.

The jobber and retailer in months past have had little choice in their purchases of cigars. The chief end has been to get cigars at all—of any kind. But that prosperous hour is past. The smoker is more discriminating. He demands full value for his money. Consequently the retailer is no longer able to offer the customer any old cigar at all—and the retailer knows it. The jobber has found out that the retail trade is not buying as it did—and he is getting cautious in ordering.

But both the jobber and retailer know that they cannot go wrong on the standard brands that have stood the tests of years.

The result is that some few popular brands are today at their highest points of production in their history. They are there because they have given value for the price, because they have kept their price in a true and modest relation to the cost of the product, and because they have built and are building not alone for today—but for tomorrow.

There are some who follow the rule, "Get yours while the going is good," and of that number about one-tenth of one per cent. get away with it.

About the same number of brands are going to survive this weeding out process now being inaugurated by consumer, retailer and jobber. We do not mean to infer that we are about to see an abnormal number of failures, but we do believe that the law of averages will take care of a whole lot of brands that have been drunk with prosperity. Those that survive will in the majority of cases live a long time before they see their production figures approach the marks set in 1919 and the first six months of 1920.

A man who was not born yesterday and who knows what is going on between the Atlantic and the Pacific, as far as the cigar trade is concerned, about as well as any one, ventured the opinion that there are today in the hands of the jobbers and dealers not less than ten per cent. of the annual production of this country which will never be sold at the prices paid for it.

If this is true, there is small wonder that orders are slack and cancellations numerous.

But the whole truth of the matter is that a lot of overnight brands have been sold at prices far in excess of their true worth.

Just as water seeks its level so will many of the cigar brands that are lounging today on the shelves of the jobber and retailer.

It has been our contention that the jobber and retailer who hitched his wagon to standard and advertised brands could not go wrong.

(Continued on Page 22)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

All rights reserved

WHEN a man rents a store the two most important factors to consider are space and location. Many people do not give this subject the amount of thought they should. And there is a great temptation often for them to "buy by the eye."

Two stores are available, for instance. One is a nice, large, bright and cheerful store, but it is not happily located.

The other is a small building, cramped and crowded, but on a busy street where people are continually passing.

Which shall he take? Many—and all too many—yield to the temptation of the finer looking store, and pay the penalty in smaller sales.

A little store in a crowded section can be a veritable mint, even though there may be room only for a small stock and for a limited assortment.

Many a man has made a fortune in a small cubbyhole, specializing only on one article.

The all-important thing is to get in the current. That transcends in value all the other features.

Location is first to a retailer, and the character of the building is secondary thereto.

I HAVE two friends, and I think a lot of them both. They are clerks in different stores. They are both energetic, hard workers, ambitious, with a strong desire to get ahead. Both of them are great readers.

I don't pose as much of a prophet, but nevertheless I would be willing to wager good money that I can name the one who will "get there" far in advance of the other, and hold the lead till the cows come home.

And I will tell you why.

One of them is an omniverous reader of the daily papers, particularly of the sporting page. The other spends one-third of the time on the newspaper as the first, and he, too, reads the sporting page. But having trained himself to READ TO LEARN, he is better posted on sports than the first. He also reads a couple of business magazines, is mightily interested in them, studies them carefully, and is posting himself on the intricacies of modern business, so he will be called to a higher level when the opportunity occurs.

He is reading for success.

You are considerable of a reader yourself, Friend Dealer, and Friend Clerk. Do you have an object and an aim in reading? Do you realize that Old Man Opportunity resides in the pages of business journals and books, and that if you train your self for a larger business or a higher position the old man will just hunt for a chance to boost you into it?

YOU are nursing a grouch, Friend Clerk, and I don't blame you. Here you have been clerking anywhere from one year to umpteen years and your salary has been advanced so slow that it is no more than half of what Charlie Chaplin and Caruso receive. You think that the world 'aint treating you fair, that luck is ag'in you—and I agree with you.

I don't see anything practical to do about it, but to change your luck. And let me tell you the changing is hard—mighty hard—but it can be done.

Here's how.

Be an expert clerk.

Give yourself fifteen minutes—and no more—to reading the daily papers. Then read the pages of THE TOBACCO WORLD, and STUDY the Business Building Department. Then if your interest, your ambition and your desire are strong enough to enter the long and hard struggle for business success, write a note to this department, asking what business publications and what business book you should take to study and equip yourself to play a winning hand in the great game of business. You will receive a personal letter in reply.

Thus you will set your feet upon the path that leads to high empires, and slowly, but surely, you will climb the rough and rocky business road which the persevering and the ambitious train themselves to surmount. It's hard, but as Teddy said of the presidency, "It's lots of fun."

SOME dealers are scared a pale azure blue by competition. One of such will say to himself in a low and trembling tone of voice: "Luck has surely handed me a double-barreled slam. Here I am just making enough to keep my mouth comfortably above the salt water and now an interloper has rented the place at the opposite corner and intends to set up opposition. He'll get at least half my trade and that will swamp me for sure."

Cheer up, friend! Cherries are ripe and that sun-obscuring cloud 'aint half as black as you see.

Let me give you a never-failing recipe against the aches and ills of competition. It has cured others—why not you?

Develop personality and originality; put them in your business and they will turn the trick.

This don't mean that you must make violent and revolutionary changes in your self and in your store. Many suppose it does, but it don't.

It only means that you shall be a leetle more particular in every small duty you perform than you are at present. And also that you will throw a leetle more

(Continued on Page 20)

MELACHRINO

"The Cigarette Elect of All Nations"

"The Cigarette Elect of All Nations" is more than a phrase—it's a *fact*. That Melachrino quality appeals to connoisseurs everywhere is proved by the vast demand for this excellent cigarette.

Throughout the World—the World's Greatest Seller

NINES - FIVES - FOURS
Plain and Cork Tip

M. MELACHRINO & CO.
INCORPORATED
1790 Broadway - New York

LEAF MARKET JOTTINGS

IN Lancaster County the only sale of leaf tobacco of any importance for some weeks was reported by the "Examiner" on December 7th, of about 600 cases of 1920 tobacco, bought by one of the big packers on a special order, at from 21 to 25 cents. Buyers have been out in large numbers inspecting the crop and locating the tobacco they intend to bid for, possibly in many cases making tentative offers or buying choice lots on the quiet.

At any rate the impression obtains that immediately after the holidays there will be a big rush and a general clean-up of the crop. The supply of wrappers is said to be short.

Stripping has been quite active and the results have been very pleasing as there appears to be very little damage of any sort and the color is exceptionally good.

A few small sales are reported at 25 and 10 and 23 cents, while the offering price generally is about 20 cents, with the growers holding back and talking about doing their own packing.

The contention on the part of the growers, that the price will start at 25 cents and will go to 30 cents according to quality, seems based rather on their hopes than on their reason or experience, but a little while will settle that question.

The growers having a good crop are taking great care in handling it.

The present lull in the market is entirely natural. Unless the crop is sold early the buying goes over and this season may not become very active until after the first of the new year.

In Wisconsin the situation is the same as in Pennsylvania, so far as sales are concerned. There has been activity in old binders of good sort but no prices are quoted. Janesville takes up the report that there is a combine of dealers in that locality and declares that there is no such combine either in Janesville or any other part of the county or State to force the grower to accept lower prices.

The buyers say that the lull in the market which followed the spurt of the first of the season is a natural one. That the manufacturers are apparently well supplied and the buyers insist that the 1920 crop is a poor binder crop, due to the drought of the early season. They claim that the growth in southern Wisconsin is stunted and contains a large percentage of short leaves.

A review of our reports from Wisconsin during the growing season shows very clearly that this condition was to be expected. Stripping shows that the leaf is generally in good shape and a considerable amount is off the poles.

In the southern markets Wilson, N. C., shows a slight decline due to poor offerings. About 3,000,000 pounds sold for an average of $23.83. Winston-Salem, 2 500,000 at $23 to $25. Danville shows a rise from $29.13 to $30.60. South Boston, Va., reports sales of very fine tobacco in one case at $96, and an average of $27. Total sales for the season amount to over ten million pounds. Richmond, Va., reports a weaker market and average of $7.81. Durham, N. C., sums up to the first of December as follows: The average price per hundred for 1919 was $58.15, and the average for 1920 at present is $27.30, or less than half. Sales to date have been 5,905,778 as against 6,735,999 pounds for the corresponding period of last year, or a decrease of 830,000 pounds. Warsaw, N. C., quotes three million pounds at an average of $39.36. The offerings were very good. Kinston, N. C., has sold 18,623.691 pounds of tobacco for an average of $21.91. Rocky Mount, N. C., shows a slight decline to an average of $21, with a larger proportion of common tobacco. In some parts of Virginia Japanese government buyers are buying bright leaf in large quantities. They are very shrewd buyers in judging the quality of the leaf and are willing to pay high prices for selections.

New Bern, N. C., reports common tobacco much lower, but better grades steady and average $18. Oxford, N. C., about seven million pounds sold for an average of $25.12. Last year the sales were about the same, average $57.79.

In the Connecticut Valley practically all of the crop is taken down and much of it sorted and a large part of the crop sold. Prices in the broad leaf section range from 68 cents to 80 cents and better.

The "Hartford Courant" prints the following: "According to the Federal Bureau of Crop Estimtes the tobacco yield in this State this year falls 2,300,000 pounds below that of last year, a decrease of eighty pounds per acre. The decrease is due to the wind and hailstorm early in September. The total yield for the State this year is 36,704,000 pounds, an average of 1480 pounds per acre, as compared with last year's total of 39,000,000 pounds, an average of 1560 pounds per acre. But for the storm the harvest would have exceeded last year's yield. The storm caused a loss of $1,500,000 to tobacco in Connecticut."

(Continued on Page 18)

EISENLOHR'S CIGARS.

The Holiday Season affords an opportunity to express again our appreciation of your many favors, and on behalf of our organization, we extend our best wishes for

A Merry Christmas
and
A Happy New Year

Otto Eisenlohr & Bros., Incorporated

Philadelphia, December 25, 1920.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

TOTAL receipts from all tobacco taxes during the fiscal year ended June 30th, last, were $295,809,355.44—five times those of 1910; nearly four times the 1915 receipts; nearly three times those of 1917, and almost double the receipts for 1918—according to the annual report of the Commissioner of Internal Revenue, which has just been submitted to the Secretary of the Treasury. These receipts, the largest ever collected, exceeded the total internal revenue receipts from all sources for any fiscal year prior to 1911, except 1866 and 1901, yet they comprised only 5.4 per cent. of the total receipts of the fiscal year 1920, this small percentage being due to vastly increased receipts from income and sales taxes.

The increase in tobacco taxes provided by the revenue law of 1918 resulted in an increase of more than $82,500,000 in the collections during the first eight months under that law, as compared with the corresponding period of the preceding year.

More than four-fifths of the total receipts from tax on tobacco manufactures came from the seven States of North Carolina, New York, Virginia, Pennsylvania, New Jersey, Ohio, Missouri, which States contributed more than 82 per cent. of the total receipts from this tax.

Since 1917 cigarettes have furnished the greatest revenue of any tobacco item, the report declares. Prior to that time manufactured tobacco stood first as a revenue producer, with the exception of the years 1903 to 1907, inclusive, when cigars led. The largest increase during the fiscal year 1920 over the preceding year for any one item of manufactured tobacco was on cigarettes weighing not more than three pounds per thousand. The tax collected on this item was $151,208,481, an increase of $60,767,674, or 67.2 per cent. The smallest increase was on little cigars, on which $992,113 was collected, an increase of $67,097, or 7.2 per cent. The receipts from special taxes imposed on manufacturers of cigars, cigarettes and tobacco amounted to $1,032,304, an increase of $243,195, or 30.7 per cent.

There were imported during the fiscal year 74,175,474 packages of cigarette paper subject to tax. The domestic manufacture of this paper amounted to 268,322,098 packages, and cigarette tubes to 963,628 packages. The tax on imported paper amounted to $1.346,632, and on the domestic paper and tubes to $195,113, or a total of $1,541,746, an increase of $521,214, or 51.1 per cent. over the preceding year.

The steady decrease in the number of manufacturers of cigars, cigarettes, tobacco and snuff during the five years prior to 1919 was broken in 1920 in respect to manufacturers of cigars and tobacco, both of which show small increases. The number of dealers in leaf tobacco also increased in 1919.

"A general decrease is noted during the calendar year 1919, when compared with the previous year in the production of every kind of manufactured tobacco, including snuff manufactured," declares the Commissioner. "The production of cigars weighing more than three pounds per thousand was practically the same as the year before. The production of small cigars decreased. A remarkable increase is noted in the production of cigarettes weighing more than three pounds per thousand, the number manufactured being 31,888,910, an increase of 8,475,053, or 36 per cent. The number of cigarettes weighing not more than three pounds per thousand manufactured was 53,119,784,232, an increase of 6,462,881,008, or 13 per cent."

Growers of, and dealers in, perique tobacco numbered forty-eight during the calendar year 1919. This class of tobacco, which is raised principally in St. James Parish, Louisiana, is so prepared and cured as to require growers and dealers to report their transactions as manufacturers of tobacco.

A federal system of grading leaf tobacco is recommended by the Federal Trade Commission in its report of the inquiry into the prices of leaf tobacco undertaken in conformity with a resolution adopted by Congress last session. The proposed system would be under the Department of Agriculture, and authority to establish such a system, in the opinion of the Commission, has apparently been given that department by Section 19 of the Warehouse Act. It is believed that such a system would tend to stabilize marked values under abnormal conditions such as prevailed during part of last season.

The Commission also recommends that the provision relating to the use of common agencies by the defendant companies in the purchase of leaf tobacco which expired by litigation November, 1916, be revived and made permanent, and that the provision relating to the defendant companies doing business under any other than their own corporate name or that of a subsidiary corporation controlled by them be made specific so as to include the purchase of leaf tobacco through agencies not disclosed to the trade.

The investigation of the Commission went extensively into the decline of prices of leaf tobacco. The report just submitted to Congress is a book of several hundred pages.

C. L. L.

THIS LIST IS WORTH KEEPING—PRESERVE IT

List of Membership of the CIGAR MANUFACTURERS' ASSOCIATION OF TAMPA, FLA.

November 15, 1920.

Abana Cigar Co.
A. Amo & Co.
Ramon Alvarez & Co.
Francisco Arango & Co.
Arguelles Lopez & Bros.
M. Alvarez & Co.
Berriman Brothers
F. Benjamin & Co.
Big 4 Cigar Co.
M. Bustillo & Co.
F. Capitano Cigar Co.
Corral Wodiska & Co.
Maximo Cueto
Cuesta Rey & Co.
Corra Mulero & Co.
Guerra Diaz & Co.
Andres Diaz & Co.
Diaz Raphael & Co.
Demmi Cigar Co.
Felipe DeSoto & Co.
Dulin Cigar Co.
Jose Escalante & Co.
El Sidelo Cigar Co. (Branch Consolidated Cigar Co.)
Rafael Espina & Co.
Every Day Cigar Co.
Fernandez Bros. Co.
Perfecto Garcia & Bros.
Garcia & Vega
Maximo Gralin & Son
F. Garcia & Bros.
Havatampa Cigar Co.
Havana American Co.
Hygiene Cigar Co.
Henriquez Cigar Co.
F. Lozano, Son & Co.
Jose Lovera Co. (Branch Consolidated Cigar Co.)
San Luis Cigar Co.
La Vista Cigar Co.
Lopez Alvarez & Co.
Celestino Lopez
Jose M. Lopez
Tomas Leon & Co.
Marsicano Cigar Co.
J. M. Martinez Co.
Jose Maseda & Co.
Saint Minitol Cigar Co.
Morgan Cigar Co.
Chas. Newman Cigar Co.
Y. F. O'Halloran & Son
Pent & Wright
The Preferred Havana Tobacco Co.
Sixto Perez & Bro.
Marcelino Perez & Co.
A. M. Perez
Salvador Rodriguez
J W. Roberts & Son
E. Regensberg & Co.
Salvador Rico & Co.
Fernandez Sebrinos & Co.
San Martin & Leon
Sanchez & Haya Co.
A. Santaella & Co.
Alvarez Selis
M. Stachelberg & Co.
South Florida Cigar Co.
Wm. J. Seidenberg & Co.
Salvador Sanchez & Co.
L. Sanchez & Co.
Tampa-Cuba Cigar Co.
Tampa Best Cigar Co.
Tampa Token Cigar Co.
M. Valle & Co.
Celestino Vega & Co.
Wolff Bros. Cigar Co.

To the

Cigar Jobbers and Dealers of the United States

We thank you for your loyal co-operation and for your patience during the period when we have been struggling to retain control of our factories.

We thank you for your kind consideration in these months when our production has necessarily been curtailed and many of your orders have remained unfilled.

Be assured that the time is not now far distant when the firms listed herewith will be in a position to give prompt attention to your orders and to supply you with all the goods you may need.

In the coming months and years we ask you to remember the Tampa Cigar Manufacturers listed here.

These are the firms that have fought the fight—our fight, your fight—for the maintenance of the "Open Shop," which guarantees equal rights to all.

In the days to come you can stand squarely behind the products of these firms with a full knowledge that these Seventy-four manufacturers are the ones who made the sacrifices, who stood the tremendous expense, and who never wavered in their determination to establish Justice and Equal Rights.

That you may not forget who made this fight for the future welfare of the industry, keep this list.

We Thank You!

The Cigar Manufacturers' Association of Tampa

Inventorying for Income Tax Purposes

THE following special bulletin was issued by the Tobacco Merchants' Association of the United States, 5 Beekman Street, New York, on December 4:

The decline in prices of leaf tobacco, this year, from the high levels obtained in the constantly rising markets during the war and thereafter has necessarily presented the question as to how the older crops of leaf tobacco purchased at the high-peak war prices and on hand at the end of the calendar or fiscal year are to be inventoried for income tax purposes.

While it is not within the functions of our association, nor is it our intention to assume the responsibility of giving legal advice, we believe nevertheless that, in view of the situation hereinabove referred to, it is entirely proper for this association to call attention to some of the existing rules and regulations of the Revenue Bureau, bearing on the subject of inventorying "stock on hand."

In pursuance of the War Revenue Act of 1918 the Commissioner has promulgated certain rules for the inventorying of material, which are embodied in Regulations 45 and which are now in full force and effect and must be followed by the tobacco trade, as well as by all other industries.

Article 1582 of Regulations 45 provides:

> "Inventories should be valued at (a) cost or (b) cost or market, whichever is lower. Whichever basis is adopted must be applied to each item and not merely to the total of the inventory; that is, if for instance basis (b) is adopted, the value of each item in the inventory will be measured by market if that is lower than cost, or by cost if that is lower than market. A taxpayer may, regardless of his past practice, adopt the basis of cost or market, whichever is lower, for his 1918 inventory, provided a disclosure of the fact and that it represents a change is made in the return. Thereafter changes can be made only after permission is secured from the Commissioner."

It will thus be seen that every taxpayer had the privilege of electing to inventory his stock for the year 1918 either upon a *"cost basis"* or upon a *"cost or market basis whichever is lower."* Having adopted either one of the two methods for the 1918 inventory he is obliged to follow the same method in all subsequent inventories except by special permission from the Commissioner.

In other words, under the regulations those who have heretofore followed the method of inventorying their merchandise at "cost" must continue to inventory at *"cost,"* while those who have heretofore inventoried their merchandise at *"cost or market whichever is lower"* must continue to use this method, unless permission is secured to change from one method to the other.

Article 1584 of the regulations defines market price as follows:

> "Market means the current bid price prevailing at the date of the inventory for the particular merchandise, and is applicable to goods purchased and on hand. . . . Where no open market quotations are available the taxpayer must use such evidence of a fair market price at the date or dates nearest the inventory as may be available to him, such as specific transactions in reasonable volume entered into in good faith, or compensation paid for cancellation of contracts for purchase commitments. The burden of proof will rest upon the taxpayer in each case to satisfy the Commissioner of the correctness of the prices adopted."

In view of the present market of leaf tobacco it would seem not only desirable but indeed fair and just that those having high-priced leaf tobacco on hand should be permitted to inventory it at the prevailing market prices instead of at cost. Those who have heretofore followed the practice of inventorying their stock on hand at *"cost or market whichever is lower"* will, of course, have no difficulty. On the other hand, those who have heretofore inventoried their goods uniformly at *"cost"* will be obliged to continue the same method in their following inventories, and thus charge themselves with having on hand stock at a valuation much higher than the present market value, unless they obtain special permission from the department to change the basis of their inventory from *"cost"* to *"cost or market whichever is lower."*

On the question of granting permission to change the basis of inventorying stock on hand, the Internal Revenue Committee on Appeals and Review, apparently realizing that this year's decline in prices of all commodities would cause a hardship upon taxpayers who have heretofore followed the *"cost"* basis in inventorying their goods if permission to change their basis from "cost" to "cost or market whichever is lower" should be withheld, has in a recent ruling reconsidered and modified the rule promulgated on March 6, 1920 (13-20-804), which among other things contains the following provision:

> "If inventories have been taken in the past on the basis of cost and request is now made to change to cost or market, whichever is lower, the reasons for the request should be carefully scrutinized and the request refused if it appears that the principal reason therefor is to reduce the tax payable for 1919."

by laying down a new rule, from which the following is quoted:

> "The committee has given careful consideration to the question and has reached the conclusion that since in so many instances the taxpayer has had no real election, but has been forced to take his inventory one either basis at cost, *since cost was lower than market*, the taxpayer who for this reason has prior to this year had no real election, but who now desires to change to the basis of cost or market, whichever is lower, should be permitted to do so.
>
> "The committee therefore recommends that Memorandum No. 38 be modified to the extent that where it can be shown that market at the close of 1918 and 1919 was above cost the tax-

(Continued on Page 18)

Stated Frankly to the Trade

Niceties were subordinated to necessities during the War.

Especially for lithographic work, to satisfy urgent demands, at a time when a shortage of labor every where was associated with inability to obtain desired materials, it was barely possible to get by.

The best that could be procured or produced then, admittedly was not up to the highest standard.

Nor did the customer expect that it would be. The big thing was to deliver goods that would do, if the desired purpose could be served, perfection of finish was less essential.

Volume of business, orders pressed on us, jobs that had to be done, work that our customers insisted we should do, continually taxed the equipment of our great plant. But during War time it was impossible to obtain the additional machinery needed.

Neither, no matter how much we were willing to pay, was it practicable to procure inks and colors required in the production of fine bands and labels.

On high-grade lithographic work, the best results are not attained through attempts to be speedy. Rush work, made such to meet the customer's requirements, naturally lack the excellence that could be added by greater time employed in production.

However, at the height of the rush, more than a year ago, we made plans for important extensions and improvements. We didn't stint or hesitate in ordering additional equipment of the most approved and up-to-date description. Extra presses, cutting machines and other accessories to increase, expedite and improve production, now are being emplaced in our plant. Early in January we will be in a position to utilize additional equipment that approaches mechanical perfection.

We have a reputation, honestly earned and long upheld, for producing the finest cigar labels and bands.

And we propose that the dependability and excellence of our work shall cause us to be entrenched more strongly in public favor.

In our plant, we exemplify and emphasize particular care, all are mindful of the requirements of STEINER quality. Each workman is instructed to take the time necessary to secure the best results. Every detail of the work, is associated with a desire to obtain artistic merit.

In equipment and in skilled and experienced help, we have that which enables us to do the best work possible.

We can meet the most exacting requirements.

And with a full assurance of prosperity for the cigar trade during the year 1921, we are at your service.

Wm. Steiner Sons & Co.

Lithographic Specialists

High Grade Cigar Labels Special Process Cigar Bands

257-265 W. 17th Street New York, N. Y.

Tampa Notes

Tampa, Fla.

Ramon Ares and Gonzalez Novas are facing perjury charges following testimony they gave before Immigration Inspector W. A. Walen that Victorino Fernandez, a cigarmaker here, who has returned to work, to the effect that Fernandez was brought to this country by the manufacturers in violation of the contract labor law. It appears that on the other hand, Fernandez was at first a sympathizer with the unions in their strike, but after figuring that the fight was in vain, he returned to his bench.

Scores of other workers are returning to work daily, too. The output for November went close to 15,000,000, which is about half normal. Several hundred workers returned to work last Monday morning, following a meeting Sunday, at which it was decided that the strike was hopeless.

It is expected that the December output will run 'es to 20,000,000 cigars, and manufacturers anticipate that practically full forces will be at work when the factories open up after inventory week, which probably will be the first week in January this season.

STORAGE AT LIVERPOOL

Consul H. L. Washington has cabled from Liverpool, December 4, 1920, to the effect that the Mercy Docks and Harbor Board has discontinued the restriction on the importation of American tobacco in casks for storage, to be in effect from the end of this year. The Board expresses the desire that excessively heavy quantities should not be imported in the early part of the year.

A NEW STYLE BANDING MACHINE

Of interest to the cigar manufacturing trade is the announcement that in the near future the International Banding Machine Company, of New York, will put on the market a small banding machine which will meet the needs of cigar factories producing from two to twelve thousand cigars a day.

A feature of this machine will be the use of gumless bands, which will greatly increase the accuracy and eliminate the waste in all details of banding cigars. This machine can be operated by one girl. Experienced help is not necessary.

The International Banding Machine Company has at the present time a device to assist hand banders in removing the cigars from boxes, whereby the bottom row can be banded first and so on until the entire box is banded. This device eliminates the inconvenience of dumping the box before banding, foiling, or wrapping with tissue, saves time and avoids much of the breakage due to broken tucks when the box is spilled in the usual manner.

The progress of this company with its present style banding device is emphasized by the fact that about four hundred of these machines are in operation in cigar manufacturing plants in different parts of the country at the present time. Many unfilled orders are on hand for not only the United States but the Dominion of Canada as well.

Improvement in Leaf Types

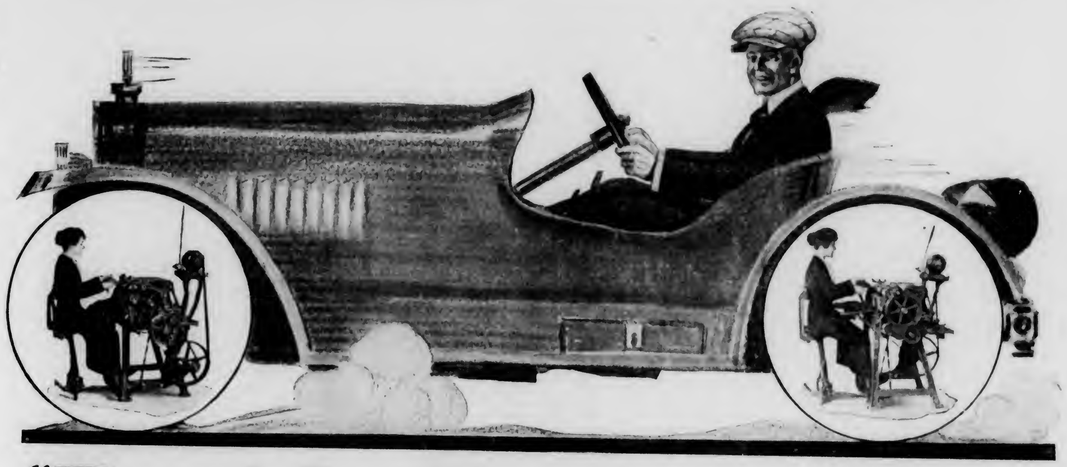
A great deal of work for the improvement of the tobacco growing industry has been accomplishd during the past year, according to the annual report of the Bureau of Plant Industry of the Department of Agriculture. Some of the accomplishments of the bureau are set forth in the report, which states that the work will be continued during the current year, and that it is hoped that the results therefrom will materially benefit growers.

"Work with tobacco in the Connecticut Valley during the year has been limited to a careful study of tobacco-sick soils," it is declared. There are numerous fields which have previously yielded satisfactory crops of tobacco but have now become unproductive. It is found that the well-known Thielavia root-rot is only partly responsible for the trouble, and apparently a second parasitic organism is involved. In the Burley district of Kentucky the resistant strains of the older type of White Burley have given satisfactory in the presence of the Thielavia root-rot and some of the farmers are growing these varieties on diseased land. Work has been continued in developing disease-resistant strains of the newer 'stand up' type of Burley, for which there is an increasing demand in the smoking-tobacco industry. In Wisconsin a certain strain of cigar-binder tobacco highly resistant to root-rot which has been developed is becoming quite popular with growers and it has been estimated that 2500 acres of this strain will be grown this season.

"Field experiments have been continued with a view to working out the fertilizer requirements of the principal types of tobacco, and some of these tests are about completed. The results of extensive tests with flue-cured tobacco in Virginia, North Carolina and South Carolina extending over a period of ten years are now being prepared for publication.

"In a series of cropping tests data of importance have been secured as to the relationship of tobacco to other crops grown in rotation with respect to the quality of the tobacco produced as well as the yield of tobacco and the other crops. These data will be of great value in arriving at a correct estimate of the proper position of tobacco in the farming system.

"It is believed that the problem of securing an adequate supply of seed of the Maryland mammoth tobacco has been solved through the discovery that seeds are readily produced when the plant is exposed to the action of a reduced length of day during its development, such as prevails in Southern Florida during the winter months. This variety of tobacco is very popular among Maryland growers, but hitherto it has not been possible to secure seed in quantity, since the plant is normally sterile when grown in northern latitudes. In the so-called 'old belt' of the flue-cured tobacco district the method of harvesting by picking the leaves from the stalk instead of cutting the stalk at its base, with the accompanying feature of high topping, which was recently introduced by the bureau, is rapidly coming into general use. It is estimated that in Granville County, N. C., where the method was first introduced, fully ninety per cent. of this year's crop will be thus harvested, adding from $1,000,000 to $2,000,000 to the value of the tobacco crop of the county."



"Best In The Long Run"

(Acknowledgments to B. F. Goodrich Company)

"BEST in the long run" is an apt characterization of Model M Universal Tobacco Stripping and Booking Machine.

"Model M" increases production and decreases overhead from the day it is installed. Its first cost is quickly defrayed in the savings it effects. Then it is a factory asset which goes on making money as long as you have it.

Note what Model M Universal does: One machine strips as much tobacco as from two to three hand-strippers. Thus it saves wages. It strips without tearing leaf or curling tips and with much less scrap. It enables cigar makers to turn out thirty-five to fifty more cigars a day. It is simple to operate and cuts out the delay and drudgery of hand stripping.

[Send today for all the facts about Model M, contained in our descriptive catalogue. Price list accompanies book.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: Newark, N. J., U. S. A.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Cisneros 7*

London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

Most Value Most Quality

LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"

CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

(Continued from Page 14)

payer may now elect to take his inventory upon a cost or market basis, whichever is lower, provided that such practice is consistently adhered to in the future, but that the memorandum in question stand so far as it applies to those cases where there was an opportunity to take inventories at a figure lower than cost because market was lower than cost at the close of 1918 or 1919, and consequently there was a real election to continue upon a cost basis."

We may add that by a special ruling of the department a third method of inventorying leaf tobacco has been allowed, and that is what may be called the "Average Cost" system. In other words, tobacco of any particular type purchased at varying prices may be averaged and the average cost thus reached may form the basis of the inventory.

But this ruling seemingly applies only to such concerns as have heretofore been following the practice of averaging the cost of their tobacco. It applies particularly to the practice of making daily purchases at the open market, paying varying prices for the same type of tobacco and then striking an average. Those who have not heretofore followed that method of accounting will hardly be permitted to do so now. Nor would it be advantageous, for example, to strike an average cost of the 1918 or 1919 crops with the 1920 crops, for this would rather put a much higher valuation on the tobacco on hand than the present market value.

Leaf Market Jottings

(Continued from Page 10)

In Kentucky, according to a dispatch to the "Evening Bulletin," dated December 7, from Owensboro, the lowest prices in years were quoted at the opening of the Green River District tobacco market, when 100,000 pounds of dark leaf sold for less than $5 a hundred pounds. Two-thirds of the growers rejected the sale. The average opening day price last year was $22.15, for 635,000 pounds.

Announcing the opening date of December 7, in our issue of December 1, we said that "the action of Lexington may lead the board to reconsider the date." Lexington was going to open on December 1, but changed to January 3.

As to Burley, very little of the crop is likely to be sold before the first of the year. The two Renton warehouses in Covington will open December 20, for the receipt of tobacco and loose leaf sales will start on January 5. Many other loose leaf markets will open at about the same date but some will be a week later. The "Lexington Herald" says farmers are hastening to prepare the tobacco for the market as early as possible, so as to have most of it ready when the central Kentucky markets open in January. It seems probable that more than fifty per cent. of the crop will be ready for the opening sales.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919 Crop, Dark Red.—Trash, $4 to 7; lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22; leaf, common, short, $9 and $12; common, $13 and $15 medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

Bright Red.—Trash, $6 to $10; lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25; leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colony.—Trash, $7 to $12; lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

Dark Crop.—Trash, $5.50 to $7; lugs, common, $6 and $7; medium, $8 and $9; good, $10 and $11; leaf, common, short, $8 and $10; common, $10 and $13; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

Houston proposes a higher tobacco tax. To paraphrase an old saying, "Houston proposes but Harding disposes."

According to an exchange the Seoul branch of the Oriental Development Company produced some excellent Turkish tobacco in Korea and has appropriated 500 acres of land at Kaijo, Zeiko and Keishu from which they expect good results.

The "Edgerton Reporter" of December 10th says: "Torkel Fosburg sold his 1920 crop for 20 cents, fillers-out at 8 cents and about fifty acres of tobacco south and east of Edgerton sold from 18 to 20 cents. These are the first quotations to be reported in several weeks."

Ready to help you toward a bigger, better, more satisfactory Christmas business—Manuels and Counsellors in boxes of twenty-five:

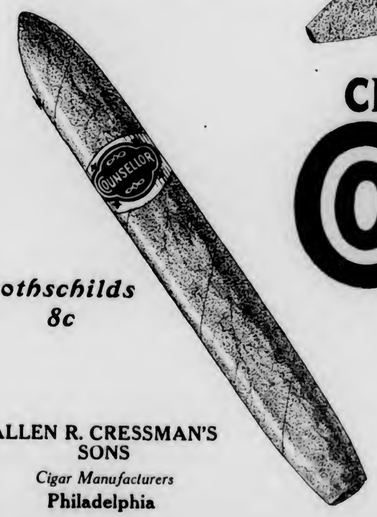
FLOR DE MANUEL

So many people regard "boxes of twenty-five" cigars as an economical yet well-appreciated gift, that we suggest your having plenty of such boxes on hand for the Christmas trade. Display them at the front of the counter—as a reminder.

Smokers all know Manuel as an especially good, skilfully blended Havana Cigar—and the present repricing of Manuel makes it doubly attractive. Backed by a strong advertising campaign featuring Manuel as the "blend that makes Havana mild." We can fill your orders promptly, regardless of size.

Perfectos
2 for 25c

Back to the old prices beginning at 10c



Rothschilds
8c

CRESSMAN'S COUNSELLOR CIGAR

It is needless to tell *dealers* that Counsellor is one of the most popular and satisfactory cigars retailing at eight cents. But we are telling smokers in a widespread advertising campaign—for once a man tries Counsellor he is sure to like it. For this reason, too—*repeat orders*—you should push Counsellor at this season of the year. A favorite for over thirty years.

ALLEN R. CRESSMAN'S SONS
Cigar Manufacturers
Philadelphia

We extend to all, our heartiest wishes for a year of prosperity and happiness.

BAYUK BROS., INC.
Philadelphia, Pa.
119 Lafayette St., New York

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Business Building

(*Continued from Page 8*)

heart into your actions and in your intercourse with your customers.

That's all; and it's easy.

The only difficulty is that, like Liberty, it requires eternal vigilance.

The specific things to do are to study your show window more, dress it a little more carefully, train yourself to make catchy price cards and keep up a procession of them. Study customers closer and learn the tastes of each one so you can hand out his favorite brand before he asks for it. This is subtle flattery and makes every man feel good.

A few things like these will forge your trade ahead and you will forget that you have competition.

THE world do move. Do you, Friend Dealer, watch the business changes of the world and its people, and use the knowledge thus learned to adjust your business to those changes to your advantage?

It is an interesting and fascinating study, it is very subtle and difficult, but it is well worth the time and effort.

The art of reading human nature, of knowing their moods, likes and dislikes, and playing artistically upon them, is making many people wealthy in various walks of life. Many other people in the same walks are failing and dropping out, not because they have less brains and knowledge than the others, but because they ignore the subtleties and changes of men and customs.

You yourself know that you change with the passing years, and your tastes and desires change with them. Your tastes change in smoking, in the sort of work you do, in the pleasures you enjoy, and in the things you like to talk about.

In addition to this the general customs of all mankind change continually.

If a young feller comes in, you as a wise student of human nature, will be young also. You will display cigarettes, and you will talk familiarly about sports, automobiles and femininity.

To the middle-aged you will be mature, and display cigars and discuss business or politics.

This diversity of mind will make you popular and hold your trade. Which is good.

A CHRISTMAS GREETING

In a year of many changes in our industrial life it is good to feel that the only change between us has been for a closer business friendship, a finer goodwill and a fuller measure of material good to us all. Of this we give grateful acknowledgment, with hearty holiday greetings.—Wm. Demuth & Co., in *The Pipe Organ*.

The new factory of the G. H. P. Cigar Company, at Third and Brown Streets, Philadelphia, will be ready for occupation before the 1st of January. The equipment and sanitation are perfect and the factory is a model of completeness.

Pete, lend an ear!

Remember what I told you about those hundreds of cigarette making machines in the Reynolds factories—each batting out 27,000 Camels an hour?

Well, old cash register, you have the sense, just realize that it's Camels wonderful quality and refreshing flavor that keeps these machines speeding to supply smokers' demands!

Shorty

A Most Unusual Opportunity

to purchase at

Remarkable Low Prices

editions of copyrighted and registered designs of

High Class Cigar Labels

Editions run from 2000 to 25,000 complete sets of a kind of all pieces, some of them with beautiful bands to match.

Titles transferred with every edition purchased.

Deliveries can be made immediately.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street Brooklyn, N. Y.

"Wherever Gentlemen Are"

Sold Everywhere
Good Anywhere

EL ROI-TAN

PERFECT CIGARS

They Come in Droves to the W D C Shop

Simply let the pipe smokers in your town know that your shop is W D C Headquarters, and they'll trample on each other's heels to get through the door.

Pipe smokers are beginning to discriminate. They have learned from experience and observation that the answer to "What's the best smoke of all?" is "It's a W D C."

Keep your W D C lines—tubes as well as pipes—where they can be seen. The men who want the finest in the land will naturally gravitate your way.

And keep your line complete. Before your cases get that empty look send your jobber a refill order. Then you'll be ready for the crowd when it comes tumbling in.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

"It's a WDC"

Editorial Comment

(*Continued from Page 7*)

We are more strongly than ever of that opinion.

After two or three years of prosperity there is much weeping and wailing among those who wore the broadest of smiles when sales were heavy and profits large. The real sport is the man who can smile when he is putting some of those profits back in the business to balance the losses.

But when it comes to real sports we might take a look at those seventy-four cigar manufacturers down in Tampa who for nine months have been fighting for the entire industry and pocketing losses totaling about $300,000 a month. They are still able to smile and if they have done any weeping it has not been used for advertising purposes.

TAX-PAID TOBACCO PRODUCTS

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the next month of October, 1920.

Products		October 1919	October 1920
Cigars (large)			
Class A	No.	202,080,273	152 258,022
Class B	No.	236,361,280	203,664 076
Class C	No.	227,911,379	326,142,610
Class D	No.	7,083,119	16,727,515
Class E	No.	4,186,103	6.006,866
Total,		677.622,154	704,799,089
Cigars (small)	No.	64.170,793	60,882,760
Cigarettes (large)	No.	2,715,315	3,883,935
Cigarettes (small)	No.	5,028,875,337	3,840,334,806
Snuff, manufactured	lbs.	2,938,905	2,951,488
Tobacco, manufactured	lbs.	39,335,546	27,123,774
Playing cards	packs	3,653,198	2,644,799

PORTO RICO FOR SEPTEMBER

Products		September 1919	September 1920
Cigars (large)			
Class A	No.	3,973,800	7,849,175
Class B	No.	4,024,400	159,200
Class C	No.	7,394,770	16,217,690
Class D	No.	125,325	1,002,050
Class E	No.	.....	200,000
Total		15,518,295	25.328,095
Cigars (small)	No.	1,000,000	960,000
Cigarettes (small)	No.	400,000	.....

PHILIPPINE ISLANDS FOR SEPTEMBER

Products		September 1919	September 1920
Cigars (large)			
Class A	No.	22,516,558	18,193,160
Class B	No.	3,864,780	11,723,747
Class C	No.	903,379	6 204,228
Class D	No.	25	57,550
Class E	No.	35	.....
Total		27,284,777	36,178,685
Cigars (small)	No.	.....	6.000
Cigarettes (small)	No.	37,930	165,050

SHADEGROWN

Connecticut, Florida and Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them with, of the Famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

TOBACCO INDUSTRY IN FINLAND

The tobacco industry in Finland, which is quite advanced, was carried on with considerable difficulty during 1919 as a consequence of the war. The difficulty of obtaining foreign money and the depreciation of the Finnish mark, the restrictions on the purchase and imports of foreign products, and the high taxes and custom duties prevented the factories from working to their full extent.

In normal times the import of raw tobacco amounted to a little over 4,000,000 kilos per annum and the annual manufactures to about 2,500,000,000 cigarettes, 60,000,000 cigars, 375,000 kilos of snuff and 1,300,000 kilos of cut pipe tobacco, plugs, hards and twists. Only about 2,500,000 kilos were imported last year and the output of cigarettes from some twenty factories which manufacture them was about 2,000,000,000. Four factories manufacture cigars and their output at present is only about 25,000 cigars per annum. There are also several factories which manufacture pipe tobacco and one factory which manufactures snuff.

The amount of capital employed annually in the manufacture of tobacco is about 80,000,000 Finnish marks and about 4000 persons are employed in the industry.

The import of raw tobacco is regulated by the Government, and will probably be limited for some time to come. Licenses have been granted for the importation of about 4,000,000 kilos of tobacco in 1920 for domestic consumption, but this amount includes 1,400,000 kilos which were in Finland on January 1st and 800,000 kilos which were en route. The additional amount for which licenses have been granted is 1,600,000 kilos, making a total of 3,800,000 kilos. These licenses have been granted with the provision that all of the tobacco is to be disposed of during the year. This is the same amount that was imported in 1914 and represents the normal consumption at that time, but during the war the use of tobacco has increased and the demand is still greater than the supply. Furthermore, only the best qualities are used now and practically all the tobacco which has been imported recently has been of good quality.

The importation of tobacco from the United States has increased considerably, owing largely to the fact that none could be imported from Russia and that very little has come from the Orient.

No tobacco is allowed to be exported from Finland at present and no licenses are granted for the importation of manufactured tobacco. The import duty on raw tobacco has been increased 200 per cent. recently and is now 24 Finnish marks per kilo. As a result prices have advanced greatly, the price of cigarettes having gone up from 14 marks per thousand in 1914 to 180 marks per thousand at the present time. The Diet has put an item of 120,000,000 marks in the budget to be derived from the tax on tobacco in 1920.

A new building has been planned for the Maryland State Tobacco Warehouse at Baltimore. The building will be constructed of brick and steel at an estimated cost of $600,000.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Foreign Trade Notices

JUGOSLAVIA

The tobacco crop in Jugoslavia for the year 1919, according to Consul K. S. Patton, at Belgrade, gave the following returns: Serbia, 2400 metric tons; Croatia and Baranja, 60 tons; Backa, 70 tons; Dalmatia, 150 tons; Bosnia and Herzegovina, 1800 tons. The domestic consumption is estimated at about 10,000 tons.

COSTA RICA

According to a decree of June 8, 1920, matches and cigarette paper imported into Costa Rica are now subject to a duty of 50 centimes ($0.23) per kilo of 2.2 pounds. This decree repeals article 7 of decree No. 3, December 14, 1918, which established a Government monopoly on the manufacture and importation of matches and cigarette paper for national consumption. Before this monopoly was established the duties on the above articles were as follows: Matches, 40 centimes; wax matches, 70 centimes, and cigarette paper, 20 centimes per kilo.

BAHIA, BRAZIL

The war affected the tobacco industry to a much greater extent than any other local product. Prior to the outbreak of the war about 80 per cent. of the tobacco exported from Bahia went to Germany and about 17 per cent. to Argentina. From Germany it was re-exported to other European countries. Since the war these countries have been importing direct from Bahia.

Bahia is the center of the Brazilian tobacco industry. There are six large cigar factories, with a combined annual output of about 85,000,000 cigars, and four cigarette factories producing about 750,000,000 cigarettes annually.

Bahia cigars and cigarettes are shipped to every large city in Brazil and enjoy an excellent reputation. About 20 per cent. of the tobacco crop is consumed locally in the cigar and cigarette factories.

THE INTERNATIONAL CHAMBER OF COMMERCE

The International Chamber of Commerce, with headquarters in Paris, was organized in June, 1920, and will hold its first annual meeting in London in June, 1921. The purposes of the organization are to remove international friction, facilitate the commercial intercourse of nations, safeguard international trade, standardize international documents and laws affecting commerce, and in various ways to promote acquaintanceship among business men and bankers. Practically to fulfill the same functions in an international sphere as are customary in a local way by a chamber of commerce.

The United States, Italy and Belgium have named commissioners; France and England and other countries will shortly do so. The American Administrative Commissioner, Frederick P. Keppel, is now at headquarters in Paris.

American importers and exporters will doubtless find it to their interest to get in touch with this organization. So far as we know, there is no financial obligation incurred by those who avail themselves of its activities.

MURAD
THE TURKISH CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for Yourself—!"

Special attention is called to Murad 20s in Tin Boxes.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory Key West, Fla
New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B).	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.

Note C—An additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

COLONIAL MAIL:—41,937. For all tobacco products. November 26, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

LA RELIGION:—41,938. For cigars. November 29, 1920. Ydeforuso Tuero Diaz, Tampa, Fla.

1-5-1 DOVER ST.:—41,939. For cigars. November 30, 1920. Colonial Cigar Co., Boston, Mass.

CARTHAGE TOBACCO WORKS MAX TWIST:—41,940. For plug and twist. October 22, 1920. Carthage Tobacco Works, Carthage, Tenn.

INDIAN GIRL:—41,941. For cigarettes, chewing and smoking tobacco. October 22, 1920. J. H. McElwee, Statesville, N. C.

E. C. C. MIXTURE:—41,942. For tobacco in all forms. December 2, 1920. The American Tobacco Co., New York City.

LORRAINE CROSS:—41,930. For all tobacco products. December 9, 1919. Thomas L. Lane, New York City.

BANNER:—41,931. For stripped leaf tobacco. November 20, 1920. J. Cohn & Co., New York City.

JAMES MELFORD:—41,933. For cigars, cigarettes and tobacco. November 26, 1920. A. C. Henschel & Co., Chicago, Ill.

TRANSFERS

PAGDEL:—41,544 (T. M. A.). For all tobacco products. Registered January 2, 1920, by Hartmann Pacific Co., Inc., New York City. Transferred to Pacific Commercial Co., Philippine Islands, and New York City, November 16, 1920.

WILL-O-WISP:—41,541 (T. M. A.). For all tobacco products. Registered December 1, 1919, by Hartmann Pacific Co., Inc., New York City. Transferred to Pacific Commercial Co., Philippine Islands, and New York City, November 16, 1920.

ROYAL PALM:—24,121 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered October 20, 1902, by Wm. Steiner Sons & Co., New York City. By various transfers acquired by Martin Bros., New York City, and re-transferred to Thompson & Co., Tampa, Fla., November 18, 1920.

ROYAL PALM:—22,657 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 4, 1909, by O. H. Banghart, New York City. Transferred to Martin Bros., New York City, November 15, 1920, and re-transferred to Thompson & Co., Tampa, Fla., on November 18, 1920.

LA PURITOSA:—22,913 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 6, 1909, by American Litho. Co., New York City. Transferred to H. E. Driese & Co., St Paul, Minn., March 25, 1903, and re-transferred back to American Litho. Co., New York City, November 6, 1920.

MENDELO:—32,792 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 24, 1907, by Mendel & Co., New York City. Transferred to M. Eiseman & Sons, Philadelphia, Pa., September 24, 1920.

ATTILA:—25,491 (Tobacco World). For cigars. Registered February 12, 1913, by Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., November 11, 1920, and re-transferred to Paul Kish, Detroit, Mich., November 11, 1920.

POLLYANNA:—31,310 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 22, 1916, by Pasbach-Voice Litho. Co., Inc., New York City. By various transfers acquired by Wiedmann-St. Louis Cigar Box Co., Kansas City, Mo., July 17, 1920, and re-transferred to W. H Snyder & Sons, Windsor, Pa., October 18, 1920.

LORD CLAREMONT:—30,583 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered October 28, 1905, O. L. Schwencke Litho Co., Brooklyn, N. Y. Transferred by Moehle Litho. Co., successor to O. L. Schwencke Litho Co., to Central Cigar Box Co., St. Louis, Mo., November 17, 1920.

CANCELLED

LA VALETA. For cigars. Registered December 13, 1909, by G. Merz & Son, Chicago, Ill. Transferred to Metropolitan Cigar Co., Milwaukee, Wis., November 16, 1920. Transfer cancelled December 2, 1920.

Notes and Comment

In the will of the late Jacob Wertheim, as filed in the Surrogates' Court of New York, $100,000 is left to the Jewish Federation of Charities.

A cablegram received from Minister Long, Habana, Cuba, December 2nd, stated that a presidential decree dated November 30th extended the moratorium until December 31st.

The new $200,000 re-drying plant of the Liggett & Myers Tobacco Company, at Danville, Virginia, will soon be in full operation with a daily capacity of 150,000 pounds of tobacco.

Celestino Lopez has been elected a director of the Exchange National Bank of Tampa, Florida, to fill the vacancy caused by the death of Facundo P. Arguelles.

The Lancaster County Auction Sales Company expects to start something at its first public sale on December 20th, in the main Exhibition Building on the County Fair Grounds. The experiment is viewed with considerable interest, and there is no doubt that a large attendance is assured.

The East Tennessee Tobacco Association has established headquarters at Knoxville, and propose to use every effort to increase production of tobacco in that section. A co-operative warehouse will probably be established.

A rather curious combination, stated by an exchange, is the Mohawk Theater Company, of Mechaniesville, N. Y., which has been incorporated to operate theaters and deal in tobacco. The capital stock is $100,000.

The meeting of various tobacco growing associations that was to have been held at Washington, D. C., December 9th, was recalled. Any conference on the subject with the Government will be held after the 4th of next March, with the new administration.

We desire to extend our hearty thanks and the good wishes of the season to H. G. Blasser & Co., leaf tobacco dealers of York, Pa., and to the Fred Opp Leaf Tobacco Company, of St. Louis, for handsome and useful calendars for the year 1921.

The State Department at Washington is informed that the Republic of Salvador has prohibited the importation of a number of things after January 1st, among them being tobacco. This will not cause any panic among American exporters. Where in the jinx is Salvador anyway?

The H. Rippen Tobacco Company, having acquired the business and trade-marks of the Globe-Scotten Tobacco Company, of Detroit, Michigan. has established the Globe Tobacco Company, of Perth Amboy, N. J., with headquarters at 119-125 Front Street.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST. CHICAGO. ILL.
723 BRYANT STREET. SAN FRANCISCO. CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

Cedar Cigar Box Lumber

The All-Cedar box is the best package for fine cigars. That fact is beyond dispute.

The manufacturer of fine cigars does not economize on the quality of his tobacco. He should not economize on the quality of his package.

Cedar lumber is not as high relatively as cedar substitutes. The advantages of Emery Cedar are many---uniform grades, good manufacture, dependable stock in every way, good service.

Ask any cigar box manufacturer or lumber man if the above are not clean-cut facts.

The George D. Emery Co. are specialists in importing fine Spanish cedar logs and manufacturing solid cedar cigar box lumber and veneer.

GEO. D. EMERY COMPANY

220 Eleventh Avenue **New York City**

End of Volume

CONTINUED
ON
NEXT REEL

END OF REEL
PLEASE
REWIND